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[Report. Basic tables; television a  
radio programme analysis]

*PART I*

I

# TABLES

## REPORT OF TELEVISION

## PROGRAMME LOG ANALYSIS

### ERRATA

Figures appearing at pages 74, 75 and 76 of Part I and pages 80, 81, 82 and 83 of Part II were ruled out in error. They should remain as printed.

DALLAS W. SMYTHE



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TABLES

REPORT OF THE

PROGRAMME FOR ANALYSIS

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OTTAWA, 1957

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Table A-1  
 TV Programme Time: Proportions in Entertainment-type  
 and Information-Orientational-type Programmes. Total for  
 the Week, by Class of Station, January 15-21, 1956.

	Percent of Programme Time Which Was		
	Informational and Orientational	Entertainment	Total
Week as a Whole			
CBC-English	26.1	73.9	100.0
CBC-French	38.5	61.5	100.0
Private-English	24.5	75.5	100.0
Private-French	31.2	68.8	100.0
All CBC	29.2	70.8	100.0
All Private	25.0	75.0	100.0
All English	24.8	75.2	100.0
All French	35.7	64.3	100.0
Total	26.1	73.9	100.0
U. S. Border	14.9	85.1	100.0

Table A-2  
 Television Programme Time: Proportions of Weekly Total Entertainment-type and Information-Orientation-type Programmes Respectively by Nationality of Source and Class of Station, January 15-21, 1956.

	Percent of Time in		
	Entertainment-type Programmes	Information-Orientation-type Programmes	All Programmes
Originated in Canada for:			
CBC-English	34.7 *	72.9	44.7
CBC-French	82.6	91.9	86.5
Private-English	32.8	79.2	44.1
Private-French	68.6	92.4	76.0
All CBC Stations	42.7	78.4	53.2
All Private Stations	35.7	80.7	47.0
All English Stations	33.2	77.7	44.3
All French Stations	74.1	92.2	80.5
All Canadian Stations	37.4	80.1	48.5
U. S. Border Stations	-	-	-
Originated in U. S. for:			
CBC-English	60.7	24.2	51.2
CBC-French	1.6	3.5	2.4
Private-English	64.6	20.1	53.7
Private-French	17.2	3.7	13.0
All CBC Stations	50.8	18.3	41.3
All Private Stations	60.7	18.3	50.1
All English Stations	63.7	21.1	53.1
All French Stations	11.1	3.6	8.4
All Canadian Stations	58.3	18.3	47.9
U. S. Border Stations	95.6	95.6	95.6
Originated in "Other" for:			
CBC-English	4.6	2.7	4.1
CBC-French	15.8	4.6	11.1
Private-English	2.6	0.7	2.2
Private-French	14.2	3.9	11.0
All CBC Stations	6.4	3.3	5.5
All Private Stations	3.6	1.0	2.9
All English Stations	3.1	1.2	2.6
All French Stations	14.8	4.2	11.1
All Canadian Stations	4.3	1.6	3.6
U. S. Border Stations	4.4	4.4	4.4

\* This table may be read as follows: "Of all Entertainment-type programmes broadcast by the CBC English-language stations, only 34.7 percent originated in Canada, whereas 72.9 percent of their Information-Orientation-type programmes originated in Canada, etc."



Table A-3

Television Programme Time: Proportions of Weekly Total Entertainment-type and Information-Orientation-type Programmes, Respectively, by Origin within Canada and Class of Station, January 15-21, 1956.

Originated as:	Percent of Time in		
	Entertainment-type Programmes	Information-Orientation-type Programmes	All Programmes
<b>Local Live</b>			
CBC-English	5.2	12.4*	7.1
CBC-French	-	-	-
Private-English	6.6	38.0	14.3
Private-French	10.4	32.3	17.3
All CBC Stations	4.3	8.8	5.7
All Private Stations	6.9	37.4	14.6
All English Stations	6.3	31.9	12.7
All French Stations	6.3	16.1	9.8
All Canadian Stations	6.3	29.3	12.3
U. S. Border Stations	6.1	57.1	13.7
<b>Local Recorded</b>			
CBC-English	31.3	5.5	24.6
CBC-French	1.3	1.9	1.4
Private-English	39.2	6.8	31.2
Private-French	23.5	7.7	18.5
All CBC Stations	26.4	4.4	19.9
All Private Stations	37.5	8.0	30.1
All English Stations	37.1	7.4	29.7
All French Stations	14.7	4.6	11.1
All Canadian Stations	34.7	7.2	27.5
U. S. Border Stations	45.2	8.7	39.8
<b>Network</b>			
CBC-English	63.4	82.1	68.3
CBC-French	98.7	98.1	98.6
Private-English	54.2	55.2	54.5
Private-French	66.1	60.0	64.2
All CBC Stations	69.3	86.7	74.4
All Private Stations	55.6	54.6	55.3
All English Stations	56.6	60.7	57.6
All French Stations	79.0	79.3	79.1
All Canadian Stations	59.0	63.5	60.2
U. S. Border Stations	48.7	34.2	46.5

\* This table may be read as follows: "Of all Information-Orientation-type programmes broadcast by the CBC English-language stations, 12.4 percent were broadcast as Local Live, while for Private-English stations 38.0 percent were Local Live."

Table A-4-1. Total for the Week, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station.

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 1. NEWS AND WEATHER.</u>							
CBC - English	5.0	100.0	-	-	46.9	-	53.1
Private - English	5.9	100.0	-	-	66.8	3.4	29.8
CBC - French	5.3	100.0	-	-	-	-	100.0
Private - French	7.8	100.0	-	-	40.7	-	59.3
All - English	5.7	100.0	-	-	62.8	2.7	34.5
All - French	6.7	100.0	-	-	26.9	-	73.1
All - CBC	5.0	100.0	-	-	37.0	-	63.0
All - Private	6.0	100.0	-	-	63.8	3.0	33.2
All - Canadian	5.8	100.0	-	-	57.9	2.3	39.8
Two U.S. Border Stations	5.9	-	100.0	-	59.8	-	40.2
<u>PROGRAMME CLASS 2. NATURE AND SCIENCE.</u>							
CBC - English	1.5	-	76.0	24.0	-	28.0	72.0
Private - English	0.8	4.4	91.0	4.6	2.3	15.0	82.7
CBC - French	1.0	100.0	-	-	-	-	100.0
Private - French	0.4	100.0	-	-	13.3	-	86.7
All - English	1.0	2.8	85.6	11.6	1.5	19.7	78.8
All - French	0.7	100.0	-	-	4.3	-	95.7
All - CBC	1.4	13.8	65.5	20.7	-	24.1	75.9
All - Private	0.8	9.1	86.6	4.3	2.7	14.3	83.0
All - Canadian	0.9	10.9	78.5	10.6	1.7	18.1	80.2
Two U.S. Border Stations	0.6	-	100.0	-	33.3	-	66.7
<u>PROGRAMME CLASS 3. FOREIGN LANDS AND PEOPLES.</u>							
CBC - English	2.3	62.0	38.0	-	-	7.1	92.9
Private - English	1.0	5.3	92.9	1.8	5.3	41.3	53.4
CBC - French	5.0	61.9	9.5	28.6	-	4.8	95.2
Private - French	2.9	37.4	27.3	35.3	-	74.8	25.2
All - English	1.3	28.9	70.1	1.0	3.2	27.0	69.8
All - French	3.8	51.3	17.2	31.5	-	34.9	65.1
All - CBC	2.9	61.9	28.0	10.1	-	6.3	93.7
All - Private	1.1	12.5	78.1	9.4	4.1	48.9	47.0
All - Canadian	1.6	35.2	55.1	9.7	2.2	29.3	68.5
Two U.S. Border Stations	1.1	-	40.0	60.0	-	40.0	60.0
<u>PROGRAMME CLASS 4. POLITICAL AND OTHER PUBLIC AFFAIRS.</u>							
CBC - English	1.9	94.6	5.4	-	6.5	-	93.5
Private - English	1.4	100.0	-	-	4.6	-	95.4
CBC - French	1.9	100.0	-	-	-	-	100.0
Private - French	1.0	100.0	-	-	-	-	100.0
All - English	1.5	98.5	1.5	-	5.1	-	94.9
All - French	1.4	100.0	-	-	-	-	100.0
All - CBC	1.9	95.7	4.3	-	5.1	-	94.9
All - Private	1.4	100.0	-	-	4.3	-	95.7
All - Canadian	1.5	98.6	1.4	-	4.6	-	95.4
Two U.S. Border Stations	0.1	-	100.0	-	100.0	-	-

Table A-4-2. Total for the Week, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station.

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<b>PROGRAMME CLASS 5. SOCIAL AND HUMAN RELATIONS.</b>							
CBC - English	1.5	100.0	-	-	-	-	100.0
Private - English	1.3	95.3	4.7	-	5.5	1.8	92.7
CBC - French	3.3	85.7	14.3	-	-	-	100.0
Private - French	1.7	100.0	-	-	3.6	10.7	85.7
All - English	1.3	96.5	3.5	-	4.1	1.4	94.5
All - French	2.4	91.4	8.6	-	1.4	4.3	94.3
All - CBC	1.8	94.7	5.3	-	-	-	100.0
All - Private	1.3	95.9	4.1	-	5.3	2.8	91.9
All - Canadian	1.5	95.5	4.5	-	3.6	2.0	94.4
Two U.S. Border Stations	0.4	-	100.0	-	100.0	-	-
<b>PROGRAMME CLASS 6. MISCELLANEOUS INFORMATION.</b>							
CBC - English	0.8	-	100.0	-	-	7.7	92.3
Private - English	0.7	4.9	80.4	14.7	4.8	22.2	73.0
CBC - French	-	-	-	-	-	-	-
Private - French	0.2	100.0	-	-	100.0	-	-
All - English	0.8	3.7	85.1	11.2	3.7	18.7	77.6
All - French	0.1	100.0	-	-	100.0	-	-
All - CBC	0.6	-	100.0	-	-	7.7	92.3
All - Private	0.7	7.1	78.5	14.4	7.1	21.6	71.3
All - Canadian	0.7	5.4	83.6	11.0	5.4	18.4	76.2
Two U.S. Border Stations	0.3	-	100.0	-	-	-	100.0
<b>PROGRAMME CLASS 7. CANADIAN ACTIVITIES AND HERITAGE.</b>							
CBC - English	4.9	95.0	-	5.0	15.5	11.2	73.3
Private - English	3.2	98.9	1.1	-	16.6	4.2	79.2
CBC - French	3.8	87.5	12.5	-	-	12.5	87.5
Private - French	3.5	100.0	-	-	8.7	-	91.3
All - English	3.6	97.7	0.8	1.5	16.2	6.4	77.4
All - French	3.6	94.3	5.7	-	4.8	5.7	89.5
All - CBC	4.6	93.8	2.1	4.1	12.9	11.5	75.6
All - Private	3.3	99.0	1.0	-	15.8	3.8	80.4
All - Canadian	3.6	97.3	1.3	1.4	14.9	6.3	78.8
Two U.S. Border Stations*	0.1	-	100.0	-	-	-	100.0
*U.S. Activities and Heritage							
<b>PROGRAMME CLASS 8. "FEEDBACK" PROGRAMMES.</b>							
CBC - English	-	-	-	-	-	-	-
Private - English	*	100.0	-	-	100.0	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	*	100.0	-	-	100.0	-	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	*	100.0	-	-	100.0	-	-
All - Canadian	*	100.0	-	-	100.0	-	-
Two U.S. Border Stations	-	-	-	-	-	-	-
*Less than .05%.							



Table A-4-3. Total for the Week, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station.

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 9. RELIGION.</u>							
CBC - English	2.2	33.6	66.4	-	-	-	100.0
Private - English	2.0	27.5	72.5	-	16.6	19.1	64.3
CBC - French	3.5	100.0	-	-	-	-	100.0
Private - French	1.6	77.6	22.4	-	11.2	-	88.8
All - English	2.0	29.0	71.0	-	12.5	14.4	73.1
All - French	2.5	91.6	8.4	-	4.2	-	95.8
All - CBC	2.4	53.0	47.0	-	-	-	100.0
All - Private	1.9	31.3	68.7	-	16.2	17.6	66.2
All - Canadian	2.1	37.8	62.2	-	11.3	12.4	76.3
Two U.S. Border Stations	1.7	-	100.0	-	25.0	50.0	25.0
<u>PROGRAMME CLASS 10. FINE ARTS AND LITERATURE.</u>							
CBC - English	1.3	100.0	-	-	-	-	100.0
Private - English	0.4	100.0	-	-	12.9	-	87.1
CBC - French	0.5	-	-	100.0	-	-	100.0
Private - French	0.6	100.0	-	-	-	100.0	-
All - English	0.6	100.0	-	-	6.3	-	93.7
All - French	0.5	60.5	-	39.5	-	60.5	39.5
All - CBC	1.2	91.7	-	8.3	-	-	100.0
All - Private	0.4	100.0	-	100.0	11.2	12.9	75.9
All - Canadian	0.6	95.8	-	4.2	5.6	6.4	88.0
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 11. DANCE.</u>							
CBC - English	0.7	100.0	-	-	-	-	100.0
Private - English	0.1	100.0	-	-	-	-	100.0
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.2	100.0	-	-	-	-	100.0
All - French	-	-	-	-	-	-	-
All - CBC	0.6	100.0	-	-	-	-	100.0
All - Private	0.1	100.0	-	-	-	-	100.0
All - Canadian	0.2	100.0	-	-	-	-	100.0
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 12. AGRICULTURE, FISHERIES, ETC.</u>							
CBC - English	0.7	100.0	-	-	-	-	100.0
Private - English	0.7	100.0	-	-	21.0	2.6	76.4
CBC - French	0.9	100.0	-	-	-	-	100.0
Private - French	1.1	100.0	-	-	-	-	100.0
All - English	0.7	100.0	-	-	16.1	1.9	82.0
All - French	1.1	100.0	-	-	-	-	100.0
All - CBC	0.8	100.0	-	-	-	-	100.0
All - Private	0.7	100.0	-	-	18.2	2.2	79.6
All - Canadian	0.8	100.0	-	-	13.4	1.6	85.0
Two U.S. Border Stations	-	-	-	-	-	-	-

Table A-4-4. Total for the Week, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station.

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 13. FAMILY LIVING AND SHOPPING (GENERAL).</u>							
CBC - English	1.8	100.0	-	-	-	-	100.0
Private - English	4.7	92.4	7.6	-	81.7	10.1	8.2
CBC - French	3.8	87.5	-	12.5	-	-	100.0
Private - French	7.2	97.5	-	2.5	79.5	-	20.5
All - English	4.0	93.2	6.8	-	73.3	9.0	17.7
All - French	5.7	94.6	-	5.4	56.6	-	43.4
All - CBC	2.2	95.7	-	4.3	-	-	100.0
All - Private	4.9	93.1	6.6	0.3	81.5	8.7	9.8
All - Canadian	4.2	93.4	5.7	0.9	70.6	7.6	21.8
Two U.S. Border Stations	3.8	-	100.0	-	100.0	-	-
<u>PROGRAMME CLASS 13A. FAMILY LIVING.</u>							
CBC - English	1.8	100.0	-	-	-	-	100.0
Private - English	4.1	100.0	-	-	88.0	2.8	9.2
CBC - French	3.8	87.5	-	12.5	-	-	100.0
Private - French	7.1	97.4	-	2.6	79.2	-	20.8
All - English	3.6	100.0	-	-	77.8	2.6	19.6
All - French	5.6	94.5	-	5.5	56.0	-	44.0
All - CBC	2.2	95.7	-	4.3	-	-	100.0
All - Private	4.4	99.6	-	0.4	86.7	2.4	10.9
All - Canadian	3.8	99.0	-	1.0	74.1	2.1	23.8
Two U.S. Border Stations	3.2	-	100.0	-	100.0	-	/-
<u>PROGRAMME CLASS 13B. MERCHANDISING.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.5	33.0	67.0	-	33.0	67.0	-
CBC - French	-	-	-	-	-	-	-
Private - French	0.1	100.0	-	-	100.0	-	-
All - English	0.4	33.0	67.0	-	32.9	67.1	-
All - French	0.1	100.0	-	-	100.0	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.5	34.4	65.6	-	34.4	65.6	-
All - Canadian	0.4	34.4	65.6	-	34.0	65.6	-
Two U.S. Border Stations	0.6	-	100.0	-	100.0	-	-
<u>PROGRAMME CLASS 14. MUSIC PROGRAMMES (GENERAL).</u>							
CBC - English	7.3	62.7	37.3	-	3.3	26.7	70.0
Private - English	7.6	78.7	21.1	0.2	13.6	21.0	65.4
CBC - French	4.9	95.1	-	4.9	-	4.9	95.1
Private - French	8.2	95.6	4.4	-	16.0	15.1	68.9
All - English	7.5	75.1	24.7	0.2	11.4	22.2	66.4
All - French	6.8	95.4	3.1	1.5	11.0	11.9	77.1
All - CBC	6.8	67.3	31.9	0.8	2.9	23.5	73.6
All - Private	7.6	80.3	19.5	0.2	13.8	20.4	65.8
All - Canadian	7.4	77.3	22.4	0.3	11.3	21.1	67.6
Two U.S. Border Stations	1.5	-	100.0	-	14.3	28.6	57.1

Table A-4-5. Total for the Week, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station.

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 14A. MUSIC - SERIOUS.</u>							
CBC - English	1.8	20.8	79.2	-	6.9	33.7	59.4
Private - English	0.9	100.0	-	-	6.0	1.0	93.0
CBC - French	1.9	100.0	-	-	-	-	100.0
Private - French	2.6	100.0	-	-	14.3	-	85.7
All - English	1.1	71.4	28.6	-	6.4	12.8	80.8
All - French	2.3	100.0	-	-	9.1	-	90.9
All - CBC	1.8	38.0	62.0	-	5.4	26.4	68.2
All - Private	1.1	100.0	-	-	7.8	0.8	91.4
All - Canadian	1.2	77.6	22.4	-	6.9	10.1	83.0
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 14B. MUSIC - LIGHT.</u>							
CBC - English	0.8	84.1	15.9	-	-	18.5	81.5
Private - English	0.9	44.0	54.2	-	14.7	56.0	29.3
CBC - French	1.0	100.0	-	-	-	-	100.0
Private - French	2.6	86.2	13.8	-	29.0	16.1	54.8
All - English	0.8	52.4	46.2	1.4	11.6	48.2	40.2
All - French	1.9	89.2	10.8	-	22.8	12.6	64.6
All - CBC	0.8	87.9	12.1	-	-	14.1	85.9
All - Private	1.0	53.8	44.8	1.4	18.0	46.7	35.3
All - Canadian	1.0	61.0	37.9	1.1	14.2	40.0	45.9
Two U.S. Border Stations	0.2	-	100.0	-	-	100.0	-
<u>PROGRAMME CLASS 14C. MUSIC - POPULAR AND DANCE.</u>							
CBC - English	3.6	65.9	34.1	-	-	30.7	69.3
Private - English	4.3	75.2	24.8	-	9.9	23.9	66.2
CBC - French	1.7	85.7	-	14.3	-	14.3	85.7
Private - French	2.6	100.0	-	-	6.8	30.6	62.6
All - English	4.1	73.4	26.6	-	8.0	25.2	66.8
All - French	2.2	95.4	-	4.6	4.6	25.3	70.1
All - CBC	3.2	68.0	30.5	1.5	-	28.9	71.1
All - Private	4.2	76.7	23.3	-	9.7	24.3	66.0
All - Canadian	3.9	74.9	24.8	0.3	7.7	25.3	67.0
Two U.S. Border Stations	1.1	-	100.0	-	20.0	20.0	60.0
<u>PROGRAMME CLASS 14D. MUSIC - FOLK, WESTERN, OLD-TIME, ETC.</u>							
CBC - English	1.1	100.0	-	-	10.0	10.0	80.0
Private - English	1.5	95.2	4.8	-	28.3	4.8	66.9
CBC - French	0.3	100.0	-	-	-	-	100.0
Private - French	0.4	100.0	-	-	-	-	100.0
All - English	1.4	96.1	3.9	-	24.8	5.8	69.4
All - French	0.4	100.0	-	-	-	-	100.0
All - CBC	1.0	100.0	-	-	9.4	9.4	81.2
All - Private	1.4	95.3	4.7	-	27.7	4.7	67.6
All - Canadian	1.3	96.3	3.7	-	24.0	5.6	70.4
Two U.S. Border Stations	0.2	-	100.0	-	-	-	100.0



Table A-4-6. Total for the Week, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station.

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<b>PROGRAMME CLASS 15. DRAMA PROGRAMMES (GENERAL).</b>							
CBC - English	34.1	9.6	82.6	7.8	-	53.0	47.0
Private - English	37.4	7.3	87.6	5.1	0.1	59.7	40.2
CBC - French	15.7	48.9	6.1	45.0	-	-	100.0
Private - French	23.1	37.1	21.4	41.5	-	48.7	51.3
All - English	36.7	7.8	86.5	5.7	0.1	58.2	41.7
All - French	19.9	41.1	16.2	42.7	-	32.1	67.9
All - CBC	30.4	13.7	74.6	11.7	-	47.5	52.5
All - Private	36.2	8.9	83.8	7.3	0.1	59.0	40.9
All - Canadian	34.7	10.0	81.8	8.2	0.1	56.5	43.4
Two U.S. Border Stations	44.0	-	91.4	8.6	-	59.5	40.5
<b>PROGRAMME CLASS 15A. DRAMA - SERIOUS.</b>							
CBC - English	3.5	51.9	48.1	-	-	13.5	86.5
Private - English	2.5	42.1	54.5	3.4	-	5.6	94.4
CBC - French	2.4	100.0	-	-	-	-	100.0
Private - French	2.2	100.0	-	-	-	-	100.0
All - English	2.7	45.0	52.6	2.4	-	7.9	92.1
All - French	2.3	100.0	-	-	-	-	100.0
All - CBC	3.3	59.0	41.0	-	-	11.5	88.5
All - Private	2.4	46.8	50.1	3.1	-	5.1	94.9
All - Canadian	2.7	50.6	47.3	2.1	-	7.1	92.9
Two U.S. Border Stations	3.4	-	75.0	25.0	-	21.9	78.1
<b>PROGRAMME CLASS 15B. DRAMA - DOMESTIC.</b>							
CBC - English	3.4	21.4	78.6	-	-	18.1	81.9
Private - English	5.0	14.9	72.2	12.9	-	44.6	55.4
CBC - French	2.9	100.0	-	-	-	-	100.0
Private - French	2.9	100.0	-	-	-	-	100.0
All - English	4.6	16.0	73.3	10.7	-	40.2	59.8
All - French	2.9	100.0	-	-	-	-	100.0
All - CBC	3.3	35.2	64.8	-	-	15.0	85.0
All - Private	4.8	19.5	68.3	12.2	-	42.2	57.8
All - Canadian	4.4	22.5	67.6	9.9	-	37.1	62.9
Two U.S. Border Stations	4.1	-	100.0	-	-	5.3	94.7
<b>PROGRAMME CLASS 15C. DRAMA - COMEDY.</b>							
CBC - English	8.0	9.1	86.9	4.0	-	60.7	39.3
Private - English	8.0	9.5	89.6	0.9	0.1	56.0	43.9
CBC - French	3.7	12.9	-	87.1	-	-	100.0
Private - French	3.3	16.7	11.1	72.2	-	72.2	27.8
All - English	8.0	9.4	89.0	1.6	0.1	57.1	42.8
All - French	3.5	14.9	6.0	79.1	-	38.8	61.2
All - CBC	7.2	9.5	77.8	12.7	-	54.4	45.6
All - Private	7.6	9.7	86.6	3.7	0.1	56.7	43.2
All - Canadian	7.5	9.7	84.5	5.8	0.1	56.1	43.8
Two U.S. Border Stations	12.7	-	89.9	10.1	-	53.5	46.5

Table A-4-7. Total for the Week, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station.

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Recorded Live	Local	Network
<u>PROGRAMME CLASS 15D. DRAMA - CRIME, WESTERN, ACTION, ETC.</u>							
CBC - English	14.5	-	91.3	8.7	-	63.2	36.8
Private - English	17.9	0.7	96.5	2.8	-	74.5	25.5
CBC - French	1.9	50.0	50.0	-	-	-	100.0
Private - French	5.1	21.5	71.2	7.3	-	43.0	57.0
All - English	17.1	0.6	95.5	3.9	-	72.3	27.7
All - French	3.7	27.8	66.5	5.7	-	33.5	66.5
All - CBC	12.0	1.7	89.9	8.4	-	61.1	38.9
All - Private	16.7	1.3	95.8	2.9	-	73.6	26.4
All - Canadian	15.5	1.4	94.7	3.9	-	71.2	28.8
Two U.S. Border Stations	18.7	-	92.5	7.5	-	74.9	25.1
<u>PROGRAMME CLASS 15E. DRAMA - ROMANTIC.</u>							
CBC - English	2.2	-	85.1	14.9	-	78.2	21.8
Private - English	2.2	-	95.2	4.8	-	58.4	41.6
CBC - French	3.8	-	-	100.0	-	-	100.0
Private - French	6.7	16.4	-	83.6	-	67.2	32.8
All - English	2.2	-	92.9	7.1	-	63.0	37.0
All - French	5.4	11.4	-	88.6	-	46.8	53.2
All - CBC	2.6	-	59.3	40.7	-	54.5	45.5
All - Private	2.6	3.8	73.1	23.1	-	60.5	39.5
All - Canadian	2.6	2.9	69.6	27.5	-	59.0	41.0
Two U.S. Border Stations	1.6	-	100.0	-	-	72.7	27.3
<u>PROGRAMME CLASS 15F. DRAMA - MUSICAL COMEDY.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.4	-	100.0	-	-	100.0	-
CBC - French	1.0	100.0	-	-	-	-	100.0
Private - French	0.7	100.0	-	-	-	-	100.0
All - English	0.3	-	100.0	-	-	100.0	-
All - French	0.8	100.0	-	-	-	-	100.0
All - CBC	0.2	100.0	-	-	-	-	100.0
All - Private	0.4	16.4	83.6	-	-	83.6	16.4
All - Canadian	0.3	28.2	71.8	-	-	71.8	28.2
Two U.S. Border Stations	0.7	-	100.0	-	-	92.4	7.6
<u>PROGRAMME CLASS 15G. DRAMA - OTHER.</u>							
CBC - English	2.5	-	69.9	30.1	-	49.8	50.2
Private - English	1.5	2.8	61.9	35.3	2.8	33.5	63.7
CBC - French	-	-	-	-	-	-	-
Private - French	2.2	-	42.0	58.0	-	100.0	-
All - English	1.7	1.9	64.5	33.6	1.9	38.8	59.3
All - French	1.2	-	42.0	58.0	-	100.0	-
All - CBC	1.8	-	69.9	30.1	-	49.8	50.2
All - Private	1.6	2.5	59.4	38.1	2.4	41.9	55.7
All - Canadian	1.7	1.7	62.5	35.8	1.7	44.2	54.1
Two U.S. Border Stations	2.8	-	92.5	7.5	-	92.5	7.5

Table A-4-8. Total for the Week, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station.

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 16. VARIETY.</u>							
CBC - English	7.8	31.3	68.7	-	3.1	7.8	89.1
Private - English	8.1	32.6	67.4	-	5.2	4.0	90.8
CBC - French	4.8	100.0	-	-	-	-	100.0
Private - French	8.4	78.3	21.7	-	8.7	-	91.3
All - English	8.0	32.3	67.7	-	4.8	4.8	90.4
All - French	6.8	84.9	15.1	-	6.1	-	93.9
All - CBC	7.2	40.5	59.5	-	2.8	6.7	90.5
All - Private	8.1	36.9	63.1	-	5.5	3.6	90.9
All - Canadian	7.9	37.7	62.3	-	4.9	4.3	90.8
Two U.S. Border Stations	9.1	-	100.0	-	15.3	-	84.7
<u>PROGRAMME CLASS 17. PERSONALITIES.</u>							
CBC - English	1.6	92.2	7.8	-	45.6	7.8	46.6
Private - English	0.8	68.0	32.0	-	59.6	32.0	8.4
CBC - French	3.8	100.0	-	-	-	-	100.0
Private - French	3.6	89.8	10.2	-	5.5	5.1	89.4
All - English	1.0	76.5	23.5	-	54.7	23.5	21.8
All - French	3.7	94.4	5.6	-	3.0	2.8	94.2
All - CBC	2.0	95.2	4.8	-	28.1	4.8	67.1
All - Private	1.1	74.4	25.6	-	43.8	24.2	32.0
All - Canadian	1.3	82.4	17.6	-	37.8	16.7	45.5
Two U.S. Border Stations	2.5	-	100.0	-	26.1	4.3	69.6
<u>PROGRAMME CLASS 18. QUIZ, GAMES, AND CONTESTS.</u>							
CBC - English	0.1	-	100.0	-	-	-	100.0
Private - English	1.0	44.6	55.4	-	38.3	32.0	29.7
CBC - French	7.6	93.8	-	6.2	-	-	100.0
Private - French	6.5	91.6	5.6	2.8	44.8	5.6	49.6
All - English	0.8	43.0	57.0	-	36.9	30.9	32.2
All - French	7.0	92.6	3.0	4.4	23.7	2.9	73.4
All - CBC	1.6	88.2	5.9	5.9	-	-	100.0
All - Private	1.5	63.4	35.5	1.1	40.9	21.5	37.6
All - Canadian	2.6	70.2	27.4	2.4	29.7	15.5	54.8
Two U.S. Border Stations	0.3	-	100.0	-	-	-	100.0
<u>PROGRAMME CLASS 19. SPORTS PROGRAMME (GENERAL).</u>							
CBC - English	7.8	83.2	16.8	-	34.1	13.4	52.5
Private - English	6.4	81.3	18.7	-	23.2	17.7	59.1
CBC - French	11.4	93.7	-	6.3	-	2.1	97.9
Private - French	11.1	90.3	9.7	-	14.8	6.4	78.8
All - English	6.8	81.8	18.2	-	26.1	16.6	57.3
All - French	11.2	91.8	5.4	2.8	8.3	4.5	87.2
All - CBC	8.5	86.1	12.2	1.7	24.9	10.3	64.8
All - Private	6.9	82.6	17.4	-	22.0	16.1	61.9
All - Canadian	7.3	83.6	15.9	0.5	22.9	14.4	62.7
Two U.S. Border Stations	2.8	-	100.0	-	11.5	15.4	73.1



Table A-4-9. Total for the Week, Television Programme Class Time as Percent of Total Programme Time, Percent by Country of Source, and Percent by Origin Within Canada by Class of Station.

	Percent of Weekly Total	Percent Originating in			Percent Which was Local Recorded		
		Canada	United States	Other	Live	Local	Network
<u>PROGRAMME CLASS 19A. SPORTS NEWS AND INTERVIEWS.</u>							
CBC - English	2.3	100.0	-	-	48.0	1.8	50.2
Private - English	2.4	97.8	2.2	-	58.0	3.7	38.3
CBC - French	3.6	86.6	-	13.4	-	-	100.0
Private - French	5.3	100.0	-	-	31.0	-	69.0
All - English	2.4	98.3	1.7	-	55.8	3.3	40.9
All - French	4.5	95.4	-	4.6	20.5	-	79.5
All - CBC	2.5	96.2	-	3.8	34.3	1.3	64.4
All - Private	2.7	98.2	1.8	-	53.2	3.0	43.8
All - Canadian	2.6	97.7	1.4	0.9	48.6	2.6	48.8
Two U.S. Border Stations	0.3	-	100.0	-	100.0	-	-
<u>PROGRAMME CLASS 19B. SPORTS EVENTS.</u>							
CBC - English	5.5	76.4	23.6	-	28.5	18.1	53.4
Private - English	4.0	71.5	28.5	-	2.4	26.1	71.5
CBC - French	7.8	96.9	-	3.1	-	3.1	96.9
Private - French	5.8	81.5	18.5	-	-	12.2	87.8
All - English	4.4	72.9	27.1	-	10.0	23.8	66.2
All - French	6.7	89.3	9.1	1.6	-	7.5	92.5
All - CBC	6.0	81.8	17.4	0.8	21.0	14.2	64.8
All - Private	4.2	72.7	27.3	-	2.1	24.4	73.5
All - Canadian	4.7	75.7	24.1	0.2	8.3	21.0	70.7
Two U.S. Border Stations	2.5	-	100.0	-	-	17.4	82.6
<u>PROGRAMME CLASS 20. CHILDREN'S PROGRAMMES (GENERAL).</u>							
CBC - English	16.7	40.9	54.0	5.1	-	9.8	90.2
Private - English	16.1	51.5	48.3	0.2	6.7	20.4	72.9
CBC - French	19.9	98.8	-	1.2	-	1.2	98.8
Private - French	10.6	72.6	27.4	-	3.4	17.2	79.4
All - English	16.2	49.0	49.6	1.4	5.1	17.9	77.0
All - French	14.6	88.0	11.3	0.7	1.4	7.8	90.1
All - CBC	17.4	54.3	41.5	4.2	-	7.8	92.2
All - Private	15.6	52.8	47.0	0.2	6.5	20.2	73.3
All - Canadian	16.0	53.2	45.5	1.3	4.7	16.8	78.5
Two U.S. Border Stations	20.5	-	100.0	-	12.9	55.4	31.7
<u>PROGRAMME CLASS 20A. YOUTH EDUCATIONAL PROGRAMMES.</u>							
CBC - English	3.5	41.4	55.2	3.4	-	6.9	93.1
Private - English	2.4	65.9	34.1	-	0.7	3.0	96.3
CBC - French	10.0	100.0	-	-	-	-	100.0
Private - French	3.3	100.0	-	-	-	-	100.0
All - English	2.6	58.5	40.5	1.0	0.6	4.1	95.3
All - French	6.2	100.0	-	-	-	-	100.0
All - CBC	4.8	66.0	32.0	2.0	-	4.0	96.0
All - Private	2.5	70.0	30.0	-	0.7	2.6	96.7
All - Canadian	3.1	68.4	30.8	0.8	0.4	3.2	96.4
Two U.S. Border Stations	0.9	-	100.0	-	-	-	100.0

Table A-4-10. Total for the Week, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station.

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 20B-F. CHILDREN'S DRAMA (GENERAL).</u>							
CBC - English	8.7	11.8	79.9	8.3	-	14.6	85.4
Private - English	8.2	14.6	85.0	0.4	1.1	38.3	60.6
CBC - French	4.1	94.1	-	5.9	-	5.9	94.1
Private - French	5.8	50.1	49.9	-	-	31.2	68.8
All - English	8.3	13.9	83.8	2.3	0.8	32.6	66.6
All - French	5.1	65.4	32.6	2.0	-	22.4	77.6
All - CBC	7.8	20.5	71.4	8.1	-	13.7	86.3
All - Private	8.0	16.9	82.7	0.4	1.0	37.9	61.1
All - Canadian	7.9	17.8	79.9	2.3	0.8	31.8	67.4
Two U.S. Border Stations	13.6	-	100.0	-	-	83.4	16.6
<u>PROGRAMME CLASS 20B. CHILDREN'S DRAMA - CRIME, WESTERN, ETC.</u>							
CBC - English	4.7	-	84.6	15.4	-	10.3	89.7
Private - English	4.4	2.4	97.6	-	-	55.3	44.7
CBC - French	1.4	100.0	-	-	-	-	100.0
Private - French	2.5	56.9	43.1	-	-	28.7	71.3
All - English	4.5	1.8	94.5	3.7	-	44.5	55.5
All - French	2.1	70.0	30.0	-	-	20.1	79.9
All - CBC	4.1	7.1	78.6	14.3	-	9.5	90.5
All - Private	4.3	5.3	94.7	-	-	53.9	46.1
All - Canadian	4.2	5.8	90.7	3.5	-	43.1	56.9
Two U.S. Border Stations	7.5	-	100.0	-	-	88.5	11.5
<u>PROGRAMME CLASS 20C. CHILDREN'S DRAMA - COMEDY.</u>							
CBC - English	2.4	15.4	84.6	-	-	33.3	66.7
Private - English	1.7	23.2	76.8	-	2.1	34.0	63.9
CBC - French	0.5	100.0	-	-	-	-	100.0
Private - French	1.8	-	100.0	-	-	60.0	40.0
All - English	1.8	20.9	79.1	-	1.5	33.8	64.7
All - French	1.2	16.7	83.3	-	-	50.0	50.0
All - CBC	2.0	19.5	80.5	-	-	31.7	68.3
All - Private	1.7	20.9	79.1	-	2.0	36.5	61.5
All - Canadian	1.8	20.5	79.5	-	1.4	35.2	63.4
Two U.S. Border Stations	4.9	-	100.0	-	-	75.7	24.3
<u>PROGRAMME CLASS 20D. CHILDREN'S DRAMA - FAIRY TALES.</u>							
CBC - English	0.1	100.0	-	-	-	-	100.0
Private - English	0.3	88.7	-	11.3	16.9	22.6	60.5
CBC - French	1.0	100.0	-	-	-	-	100.0
Private - French	1.1	100.0	-	-	-	-	100.0
All - English	0.3	89.9	-	10.1	15.2	20.3	64.5
All - French	1.0	100.0	-	-	-	-	100.0
All - CBC	0.3	100.0	-	-	-	-	100.0
All - Private	0.4	91.6	-	8.4	12.6	16.8	70.6
All - Canadian	0.4	93.3	-	6.7	10.1	13.4	76.5
Two U.S. Border Stations	-	-	-	-	-	-	-

Table A-4-11. Total for the Week, Television Programme Class Time as Percent of Total Programme Time, Percent by Country of Source, and Percent by Origin Within Canada by Class of Station.

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Recorded Live	Local	Network
<u>PROGRAMME CLASS 20E. CHILDREN'S DRAMA - SERIOUS.</u>							
CBC - English	0.2	100.0	-	-	-	-	100.0
Private - English	0.1	100.0	-	-	-	-	100.0
CBC - French	1.0	100.0	-	-	-	-	100.0
Private - French	0.4	100.0	-	-	-	-	100.0
All - English	0.1	100.0	-	-	-	-	100.0
All - French	0.6	100.0	-	-	-	-	100.0
All - CBC	0.4	100.0	-	-	-	-	100.0
All - Private	0.1	100.0	-	-	-	-	100.0
All - Canadian	0.4	100.0	-	-	-	-	100.0
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 20F. CHILDREN'S DRAMA - OTHER.</u>							
CBC - English	1.3	23.8	76.2	-	-	-	100.0
Private - English	1.6	18.5	81.5	-	-	2.2	97.8
CBC - French	0.2	-	-	100.0	-	100.0	-
Private - French	-	-	-	-	-	-	-
All - English	1.6	19.5	80.5	-	-	1.8	98.2
All - French	0.1	-	-	100.0	-	100.0	-
All - CBC	1.0	22.7	72.7	4.6	-	4.5	95.5
All - Private	1.5	18.5	81.5	-	-	2.2	97.8
All - Canadian	1.4	19.3	79.8	0.9	-	2.7	97.3
Two U.S. Border Stations	1.2	-	100.0	-	-	83.3	16.7
<u>PROGRAMME CLASS 20G. CHILDREN'S VARIETY.</u>							
CBC - English	4.0	100.0	-	-	-	-	100.0
Private - English	4.8	100.0	-	-	12.2	1.7	86.1
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	4.6	100.0	-	-	9.8	1.4	88.8
All - French	-	-	-	-	-	-	-
All - CBC	3.2	100.0	-	-	-	-	100.0
All - Private	4.4	100.0	-	-	12.2	1.7	86.1
All - Canadian	4.1	100.0	-	-	9.8	1.4	88.8
Two U.S. Border Stations	4.0	-	100.0	-	65.5	-	34.5
<u>PROGRAMME CLASS 20H. CHILDREN'S QUIZ, GAMES AND CONTESTS.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.2	100.0	-	-	100.0	-	-
CBC - French	1.0	100.0	-	-	-	-	100.0
Private - French	1.1	100.0	-	-	33.3	-	66.7
All - English	0.2	100.0	-	-	100.0	-	-
All - French	1.0	100.0	-	-	20.0	-	80.0
All - CBC	0.2	100.0	-	-	-	-	100.0
All - Private	0.3	100.0	-	-	79.2	-	20.8
All - Canadian	0.3	100.0	-	-	65.6	-	34.4
Two U.S. Border Stations	-	-	-	-	-	-	-



Table A-4-12. Total for the Week, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station.

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 201. CHILDREN'S PROGRAMMES - OTHER.</u>							
CBC - English	0.5	75.0	25.0	-	-	25.0	75.0
Private - English	0.5	100.0	-	-	30.8	-	69.2
CBC - French	4.8	100.0	-	-	-	-	100.0
Private - French	0.4	100.0	-	-	-	-	100.0
All - English	0.5	94.1	5.9	-	23.5	5.9	70.6
All - French	2.3	100.0	-	-	-	-	100.0
All - CBC	1.4	92.9	7.1	-	-	7.2	92.8
All - Private	0.4	100.0	-	-	28.5	-	71.5
All - Canadian	0.7	96.4	3.6	-	14.2	3.6	82.2
Two U.S. Border Stations	2.0	-	100.0	-	-	-	100.0
<u>PROGRAMME CLASS 21. PROGRAMME PROMOTION.</u>							
CBC - English	*	100.0	-	-	100.0	-	-
Private - English	0.4	100.0	-	-	71.8	19.0	9.2
CBC - French	2.9	100.0	-	-	-	-	100.0
Private - French	0.5	100.0	-	-	100.0	-	-
All - English	0.3	100.0	-	-	72.3	18.7	9.0
All - French	1.5	100.0	-	-	16.3	-	83.7
All - CBC	0.7	100.0	-	-	2.7	-	97.3
All - Private	0.4	100.0	-	-	74.6	17.1	8.3
All - Canadian	0.4	100.0	-	-	49.8	11.2	39.0
Two U.S. Border Stations	-	-	-	-	-	-	-

\*Less than .05 percent.

Table B-1  
 Television Programme Time: Proportions in Entertainment-Type and  
 Information-Orientation-Type Programmes. General Audience Hours\*  
 by Class of Station, January 15-21, 1956

	Percent of Programme Time Which Was		
	Informational and Orientational	Entertainment	Total
Week as a Whole			
CBC - English	35.0	65.0	100.0
CBC - French	48.9	51.1	100.0
Private - English	26.6	73.4	100.0
Private - French	36.3	63.7	100.0
All - CBC	38.3	61.7	100.0
All - Private	27.5	72.5	100.0
All - English	28.5	71.5	100.0
All - French	42.2	57.8	100.0
Total	30.4	69.6	100.0
U. S. Border	18.4	81.6	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table B-2  
 Television Programme Time: Proportions of General Audience Hours\*  
 Entertainment-Type and Information-Orientation-Type Programmes,  
 Respectively, by Nationality of Source and Class of Station,  
 January 15-21, 1956

	Percent of Time in		
	Entertainment- Type Programmes	Information- Orientation- Type Programmes	All Programmes
Originated in Canada for:			
CBC - English	30.5#	69.1	44.1
CBC - French	93.4	86.3	90.0
Private - English	23.2	73.1	36.4
Private - French	81.8	90.9	85.2
All CBC Stations	42.9	74.3	54.9
All Private Stations	28.2	75.3	41.2
All English Stations	24.7	71.9	38.2
All French Stations	86.6	88.4	87.4
All Canadian Stations	31.6	75.0	44.7
U. S. Border Stations	-	-	-
Originated in U. S. for:			
CBC - English	67.6	26.7	53.3
CBC - French	-	5.9	2.9
Private - English	73.2	26.4	60.7
Private - French	13.0	2.7	9.2
All CBC Stations	54.4	20.4	41.3
All Private Stations	68.0	23.4	55.7
All English Stations	72.0	26.5	59.0
All French Stations	7.6	4.4	6.3
All Canadian Stations	64.8	22.4	52.0
U. S. Border Stations	99.2	89.0	97.3
Originated in "Other" for:			
CBC - English	1.9	4.2	2.6
CBC - French	6.6	7.8	7.1
Private - English	3.6	0.5	2.9
Private - French	5.2	6.4	5.6
All CBC Stations	2.7	5.3	3.8
All Private Stations	3.8	1.3	3.1
All English Stations	3.3	1.6	2.8
All French Stations	5.8	7.2	6.3
All Canadian Stations	3.6	2.6	3.3
U. S. Border Stations	0.8	11.0	2.7

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

# This table may be read as follows: "Of all Entertainment-Type programmes broadcast by the CBC English-language stations, only 30.5 percent originated in Canada, whereas 69.1 percent of their Information-Orientation-Type programmes originated in Canada, etc."



Table B-3  
 Television Programme Time: Proportions of General Audience Hours\*  
 Entertainment-Type and Information-Orientation-Type Programmes,  
 Respectively, by Origin Within Canada and Class of Station,  
 January 15-21, 1956

Originated as:	Percent of Time in		
	Entertainment- Type Programmes	Information- Orientation- Type Programmes	All Programmes
<b>Local Live</b>			
CBC - English	8.3	16.4 #	11.2
CBC - French	-	-	-
Private - English	9.2	29.4	14.6
Private - French	20.1	17.1	19.0
All CBC Stations	6.7	13.8	8.5
All Private Stations	10.1	27.8	15.0
All English Stations	9.1	25.7	13.8
All French Stations	11.9	7.9	10.2
All Canadian Stations	9.3	22.4	13.3
U. S. Border Stations	6.1	28.2	10.1
<b>Local Recorded</b>			
CBC - English	20.5	6.8	15.7
CBC - French	2.8	2.9	2.9
Private - English	31.7	10.7	26.1
Private - French	11.9	8.0	10.5
All CBC Stations	17.0	5.6	12.6
All Private Stations	30.0	10.3	24.6
All English Stations	29.3	9.6	23.7
All French Stations	8.2	5.3	7.0
All Canadian Stations	27.0	8.8	21.5
U. S. Border Stations	45.1	22.1	40.9
<b>Network</b>			
CBC - English	71.2	76.8	73.1
CBC - French	97.2	97.1	97.1
Private - English	59.1	59.9	59.3
Private - French	68.0	74.9	70.5
All CBC Stations	76.3	80.6	78.9
All Private Stations	59.9	61.9	60.4
All English Stations	61.6	64.7	62.5
All French Stations	79.9	86.8	82.8
All Canadian Stations	63.7	68.8	65.2
U. S. Border Stations	48.8	49.7	49.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

# This table may be read as follows: "Of all Information-Orientation-Type programmes broadcast by the CBC English-language stations, 16.4 percent were broadcast as Local Live, while for Private-English stations, 29.4 percent were Local Live".

Table B-4-1. General Audience Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station.

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 1. NEWS AND WEATHER.</u>							
CBC - English	7.1	100.0	-	-	50.1	-	49.9
Private - English	7.0	100.0	-	-	82.3	4.9	12.8
CBC - French	6.0	100.0	-	-	-	-	100.0
Private - French	7.6	100.0	-	-	42.2	-	57.8
All - English	7.0	100.0	-	-	74.7	3.8	21.5
All - French	6.9	100.0	-	-	25.1	-	74.9
All - CBC	6.9	100.0	-	-	39.7	-	60.3
All - Private	7.0	100.0	-	-	78.0	4.4	17.6
All - Canadian	7.0	100.0	-	-	68.1	3.3	28.6
Two U.S. Border Stations	4.8	-	100.0	-	16.3	-	83.7
<u>PROGRAMME CLASS 2. NATURE AND SCIENCE.</u>							
CBC - English	7.1	-	45.5	54.5	-	45.5	54.5
Private - English	0.3	13.8	58.7	27.5	13.8	27.5	58.7
CBC - French	6.0	-	-	-	-	-	-
Private - French	0.9	100.0	-	-	11.8	-	88.2
All - English	0.6	5.5	50.7	43.8	5.5	38.3	56.2
All - French	0.5	100.0	-	-	11.8	-	88.2
All - CBC	1.3	-	45.5	54.5	-	45.5	54.5
All - Private	0.4	34.3	44.8	20.9	13.3	21.0	65.7
All - Canadian	0.6	15.9	45.1	39.0	6.2	34.1	59.7
Two U.S. Border Stations	1.4	-	100.0	-	50.0	-	50.0
<u>PROGRAMME CLASS 3. FOREIGN LANDS AND PEOPLE.</u>							
CBC - English	0.1	-	100.0	-	-	100.0	-
Private - English	0.7	-	94.1	5.9	-	94.1	5.9
CBC - French	10.0	61.9	9.5	28.6	-	4.8	95.2
Private - French	4.0	49.0	3.4	47.6	-	61.2	38.8
All - English	0.6	-	94.4	5.6	-	94.4	5.6
All - French	6.8	57.8	7.6	34.6	-	22.7	77.3
All - CBC	2.5	59.1	13.6	27.3	-	9.1	90.9
All - Private	1.1	18.0	60.7	21.3	-	82.0	18.0
All - Canadian	1.4	36.6	39.5	23.9	-	49.0	51.0
Two U.S. Border Stations	3.4	-	40.0	60.0	-	40.0	60.0
<u>PROGRAMME CLASS 4. POLITICAL AND OTHER PUBLIC AFFAIRS.</u>							
CBC - English	0.3	100.0	-	-	100.0	-	-
Private - English	-	-	-	-	-	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	0.8	100.0	-	-	-	-	100.0
All - English	0.1	100.0	-	-	100.0	-	-
All - French	0.4	100.0	-	-	-	-	100.0
All - CBC	0.2	100.0	-	-	100.0	-	-
All - Private	0.1	100.0	-	-	-	-	100.0
All - Canadian	0.1	100.0	-	-	50.0	-	50.0
Two U.S. Border Stations	0.3	-	100.0	-	100.0	-	-

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table B-4-2. General Audience Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station.

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 5. SOCIAL AND HUMAN RELATIONS.</u>							
CBC - English	3.6	100.0	-	-	-	-	100.0
Private - English	2.7	96.6	3.4	-	3.3	-	96.7
CBC - French	4.8	80.0	20.0	-	-	-	100.0
Private - French	0.5	100.0	-	-	25.0	75.0	100.0
All - English	2.9	97.6	2.4	-	2.4	-	97.6
All - French	2.5	82.3	17.7	-	3.0	8.8	88.2
All - CBC	3.8	94.1	5.9	-	-	-	100.0
All - Private	2.5	96.7	3.3	-	3.7	1.6	94.7
All - Canadian	2.9	95.8	4.2	-	2.4	1.1	96.5
Two U.S. Border Stations	1.4	-	100.0	-	100.0	-	-
<u>PROGRAMME CLASS 6. MISCELLANEOUS INFORMATION.</u>							
CBC - English	1.9	-	100.0	-	-	7.7	92.3
Private - English	1.5	-	100.0	-	-	9.3	90.7
CBC - French	-	-	-	-	-	-	-
Private - French	0.4	100.0	-	-	100.0	-	-
All - English	1.6	-	100.0	-	-	8.8	91.2
All - French	0.2	100.0	-	-	100.0	-	-
All - CBC	1.6	-	100.0	-	-	7.7	92.3
All - Private	1.4	2.9	97.1	-	2.9	9.0	88.1
All - Canadian	1.4	2.1	97.9	-	2.1	8.6	89.3
Two U.S. Border Stations	0.9	-	100.0	-	-	-	100.0
<u>PROGRAMME CLASS 7. CANADIAN ACTIVITIES AND HERITAGE.</u>							
CBC - English	9.3	93.6	-	6.4	19.8	14.3	65.9
Private - English	5.5	98.4	1.6	-	9.0	2.4	88.6
CBC - French	5.7	83.3	16.7	-	-	16.7	83.3
Private - French	4.2	100.0	-	-	6.6	-	93.4
All - English	6.4	96.8	1.1	2.1	12.7	6.4	80.9
All - French	4.9	90.9	9.1	-	3.0	9.1	87.9
All - CBC	8.5	92.0	2.7	5.3	16.6	14.7	68.7
All - Private	5.4	98.5	1.5	-	8.8	2.3	88.9
All - Canadian	6.2	96.2	1.9	1.9	11.6	6.7	81.7
Two U.S. Border Stations	0.2#	-	100.0#	-	-	-	100.0#

# U.S. Activities and Heritage

PROGRAMME CLASS 8. "FEEDBACK" PROGRAMMES.

No Programme Time in Class 8 During General Audience Hours.

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.



Table B-4-3. General Audience Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station.

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 9. RELIGION.</u>							
CBC - English	4.7	37.5	62.5	-	-	-	100.0
Private - English	4.0	28.5	71.5	-	15.2	23.0	61.8
CBC - French	6.1	100.0	-	-	-	-	100.0
Private - French	3.7	77.6	22.4	-	11.2	-	88.8
All - English	4.2	30.8	69.2	-	11.3	17.0	71.7
All - French	4.8	90.8	9.2	-	4.6	-	95.4
All - CBC	5.1	55.4	44.6	-	-	-	100.0
All - Private	4.0	32.9	67.1	-	14.9	21.0	64.1
All - Canadian	4.3	39.9	60.1	-	10.2	14.5	75.3
Two U.S. Border Stations	5.4	-	100.0	-	25.0	50.0	25.0

PROGRAMME CLASS 10. FINE ARTS, LITERATURE, ETC.

CBC - English	1.5	100.0	-	-	-	-	100.0
Private - English	0.9	100.0	-	-	12.9	-	87.1
CBC - French	-	-	-	-	-	-	-
Private - French	1.3	100.0	-	-	-	100.0	-
All - English	1.0	100.0	-	-	8.7	-	91.3
All - French	0.7	100.0	-	-	-	100.0	-
All - CBC	1.1	100.0	-	-	-	-	100.0
All - Private	0.9	100.0	-	-	11.2	12.9	75.9
All - Canadian	1.0	100.0	-	-	7.9	9.1	83.0
Two U.S. Border Stations	-	-	-	-	-	-	-

PROGRAMME CLASS 11. DANCE.

No Programme Time in Class 11 During General Audience Hours.

PROGRAMME CLASS 12. AGRICULTURE, FISHERIES, ETC.

CBC - English	1.8	100.0	-	-	-	-	100.0
Private - English	1.6	100.0	-	-	14.4	2.8	82.8
CBC - French	1.9	100.0	-	-	-	-	100.0
Private - French	2.5	100.0	-	-	-	-	100.0
All - English	1.6	100.0	-	-	10.8	2.1	87.1
All - French	2.2	100.0	-	-	-	-	100.0
All - CBC	1.8	100.0	-	-	-	-	100.0
All - Private	1.7	100.0	-	-	12.3	2.4	85.3
All - Canadian	1.7	100.0	-	-	8.9	1.7	89.4
Two U.S. Border Stations	-	-	-	-	-	-	-

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table B-4-4. General Audience Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station.

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 13. FAMILY LIVING AND SHOPPING</u>							
CBC - English	0.9	100.0	-	-	-	-	100.0
Private - English	1.4	86.4	13.6	-	28.3	24.0	47.7
CBC - French	1.9	50.0	-	50.0	-	-	100.0
Private - French	3.1	86.8	-	13.2	21.9	-	78.1
All - English	1.3	88.6	11.4	-	23.8	20.2	56.0
All - French	2.6	74.1	-	25.9	14.4	-	85.6
All - CBC	1.1	80.0	-	20.0	-	-	100.0
All - Private	1.6	86.5	11.0	2.5	27.1	19.3	53.6
All - Canadian	1.4	85.1	8.7	6.2	21.5	15.4	63.1
Two U.S. Border Stations	0.7	-	100.0	-	100.0	-	-
<u>PROGRAMME CLASS 13A. FAMILY LIVING.</u>							
CBC - English	0.9	100.0	-	-	-	-	100.0
Private - English	1.1	100.0	-	-	27.2	13.1	59.7
CBC - French	1.9	50.0	-	50.0	-	-	100.0
Private - French	2.9	85.6	-	14.4	14.4	-	85.6
All - English	1.1	100.0	-	-	21.9	10.6	67.5
All - French	2.4	72.6	-	27.4	9.1	-	90.9
All - CBC	1.1	80.0	-	20.0	-	-	100.0
All - Private	1.3	96.9	-	3.1	24.4	10.3	65.3
All - Canadian	1.2	92.8	-	7.2	18.6	7.8	73.6
Two U.S. Border Stations	0.7	-	100.0	-	100.0	-	-
<u>PROGRAMME CLASS 13B. MERCHANDISING.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.3	32.6	67.4	-	32.6	67.4	-
CBC - French	-	-	-	-	-	-	-
Private - French	0.2	100.0	-	-	100.0	-	-
All - English	0.2	32.6	67.4	-	32.6	67.4	-
All - French	0.2	100.0	-	-	100.0	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.3	39.0	61.0	-	39.0	61.0	-
All - Canadian	0.2	39.0	61.0	-	39.0	61.0	-
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 14. MUSIC PROGRAMMES</u>							
CBC - English	8.0	47.8	52.2	-	7.4	37.3	55.3
Private - English	6.6	73.7	25.7	0.6	21.3	24.9	53.8
CBC - French	4.0	88.0	-	12.0	-	12.0	88.0
Private - French	8.9	90.7	9.3	-	14.0	15.5	70.5
All - English	6.9	66.8	32.8	0.4	17.6	28.2	54.2
All - French	6.6	89.9	6.7	3.4	10.1	14.5	75.4
All - CBC	7.0	53.2	45.2	1.6	6.4	33.9	59.7
All - Private	6.8	75.9	23.6	0.5	20.4	23.7	55.9
All - Canadian	6.9	69.8	29.4	0.8	16.6	26.5	56.9
Two U.S. Border Stations	2.0	-	100.0	-	-	33.3	66.7

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table B-4-5. General Audience Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station.

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 14A. SERIOUS.</u>							
CBC - English	3.0	10.0	90.0	-	10.0	48.5	41.5
Private - English	0.7	100.0	-	-	20.5	-	79.5
CBC - French	-	-	-	-	-	-	-
Private - French	2.5	100.0	-	-	33.3	-	66.7
All - English	1.2	48.4	51.6	-	14.5	27.8	57.7
All - French	1.3	100.0	-	-	33.3	-	66.7
All - CBC	2.3	10.0	90.0	-	10.0	48.5	41.5
All - Private	0.9	100.0	-	-	24.2	-	75.8
All - Canadian	1.2	55.9	44.1	-	17.2	23.7	59.1
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 14B. LIGHT.</u>							
CBC - English	0.1	100.0	-	-	-	100.0	-
Private - English	0.7	18.9	75.6	5.5	18.9	81.1	-
CBC - French	-	-	-	-	-	-	-
Private - French	1.8	53.8	46.2	-	-	53.8	46.2
All - English	0.6	20.6	74.1	5.3	18.5	81.5	-
All - French	1.0	53.8	46.2	-	-	53.8	46.2
All - CBC	#	100.0	-	-	-	100.0	-
All - Private	0.8	26.4	69.3	4.3	14.8	75.2	10.0
All - Canadian	0.6	27.6	68.2	4.2	14.6	75.6	9.8
Two U.S. Border Stations	-	-	-	-	-	-	-
# Less than .05 percent.							
<u>PROGRAMME CLASS 14C. POPULAR AND DANCE.</u>							
CBC - English	2.6	42.3	57.7	-	-	46.2	53.8
Private - English	2.5	57.3	42.7	-	22.5	39.1	38.4
CBC - French	3.3	85.7	-	14.3	-	14.3	85.7
Private - French	4.6	100.0	-	-	9.0	9.0	82.0
All - English	2.5	53.8	46.2	-	17.2	40.8	42.0
All - French	4.0	94.5	-	5.5	5.6	11.0	83.4
All - CBC	2.8	54.8	41.1	4.1	-	37.0	63.0
All - Private	2.7	64.4	35.6	-	20.3	34.1	45.6
All - Canadian	2.8	61.8	37.1	1.1	14.9	34.9	50.2
Two U.S. Border Stations	1.4	-	100.0	-	-	50.0	50.0
<u>PROGRAMME CLASS 14D. FOLK, WESTERN, OLD, ETC.</u>							
CBC - English	2.3	100.0	-	-	12.5	12.5	75.0
Private - English	2.7	96.7	3.3	-	21.0	3.3	75.7
CBC - French	0.7	100.0	-	-	-	-	100.0
Private - French	-	-	-	-	-	-	-
All - English	2.6	97.4	2.6	-	19.2	5.2	75.6
All - French	0.3	100.0	-	-	-	-	100.0
All - CBC	1.9	100.0	-	-	11.5	11.5	77.0
All - Private	2.4	96.7	3.3	-	21.0	3.3	75.7
All - Canadian	2.3	97.4	2.6	-	18.9	5.1	76.0
Two U.S. Border Stations	0.6	-	100.0	-	-	-	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.



Table B-4-6. General Audience Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station.

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 15. DRAMA PROGRAMMES.</u>							
CBC - English	26.6	16.8	78.8	4.4	-	30.7	69.3
Private - English	33.9	8.7	83.5	7.8	#	48.2	51.8
CBC - French	6.7	100.0	-	-	-	100.0	-
Private - French	11.5	60.4	14.4	25.2	-	32.4	67.6
All - English	32.2	10.2	82.6	7.2	#	44.9	55.1
All - French	9.2	73.7	9.6	16.7	-	21.5	78.5
All - CBC	21.8	22.8	73.0	4.2	-	28.5	71.5
All - Private	31.7	10.5	81.0	8.5	#	47.6	52.4
All - Canadian	29.1	12.9	79.5	7.6	#	43.9	56.1
Two U.S. Border Stations	37.8	-	98.2	1.8	-	53.6	46.4
# Less than .05 percent.							
<u>PROGRAMME CLASS 15A. SERIOUS.</u>							
CBC - English	3.9	38.5	61.5	-	-	-	100.0
Private - English	1.5	-	100.0	-	-	3.0	97.0
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	2.0	16.9	83.1	-	-	1.7	98.3
All - French	-	-	-	-	-	-	-
All - CBC	2.9	38.5	61.5	-	-	-	100.0
All - Private	1.3	-	100.0	-	-	3.0	97.0
All - Canadian	1.7	16.9	83.1	-	-	1.7	98.3
Two U.S. Border Stations	1.7	-	100.0	-	-	40.0	60.0
<u>PROGRAMME CLASS 15B. DOMESTIC.</u>							
CBC - English	3.9	46.2	53.8	-	-	7.7	92.3
Private - English	6.0	30.7	42.7	26.6	-	29.5	70.5
CBC - French	3.8	100.0	-	-	-	-	100.0
Private - French	4.0	100.0	-	-	-	-	100.0
All - English	5.5	33.2	44.5	22.3	-	26.0	74.0
All - French	3.9	100.0	-	-	-	-	100.0
All - CBC	3.8	58.8	41.2	-	-	5.9	94.1
All - Private	5.8	35.4	39.8	24.8	-	27.5	72.5
All - Canadian	5.3	39.8	40.1	20.1	-	23.4	76.6
Two U.S. Border Stations	0.7	-	100.0	-	-	-	100.0
<u>PROGRAMME CLASS 15C. COMEDY.</u>							
CBC - English	9.9	12.0	88.0	-	-	31.1	68.9
Private - English	13.3	8.1	91.9	-	0.1	42.8	57.1
CBC - French	1.0	100.0	-	-	-	-	100.0
Private - French	2.1	60.0	40.0	-	-	-	100.0
All - English	12.5	8.8	91.2	-	0.1	40.7	59.2
All - French	1.5	71.4	28.6	-	-	-	100.0
All - CBC	7.8	14.5	85.5	-	-	30.2	69.8
All - Private	12.3	9.0	91.0	-	0.1	42.1	57.8
All - Canadian	11.1	10.0	90.0	-	0.1	39.9	60.0
Two U.S. Border Stations	11.8	-	100.0	-	-	22.9	77.1

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table B-4-7. General Audience Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station.

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME 15D. CRIME, WESTERN, ACTION, ETC.</u>							
CBC - English	7.4	-	91.9	8.1	-	55.6	44.4
Private - English	10.3	0.1	99.9	-	-	74.9	25.1
CBC - French	-	-	-	-	-	-	-
Private - French	0.8	-	100.0	-	-	100.0	-
All - English	9.7	0.1	98.5	1.4	-	71.6	28.4
All - French	0.4	-	100.0	-	-	100.0	-
All - CBC	5.6	-	91.9	8.1	-	55.6	44.4
All - Private	9.4	0.1	99.9	-	-	75.2	24.8
All - Canadian	8.4	0.1	98.5	1.4	-	71.8	28.2
Two U.S. Border Stations	18.1	-	100.0	-	-	74.8	25.2
<u>PROGRAMME 15E. ROMANTIC.</u>							
CBC - English	0.9	-	100.0	-	-	69.4	30.6
Private - English	1.0	-	100.0	-	-	54.8	45.2
CBC - French	-	-	-	-	-	-	-
Private - French	2.5	-	-	100.0	-	100.0	-
All - English	1.0	-	100.0	-	-	58.2	41.8
All - French	1.3	-	-	100.0	-	100.0	-
All - CBC	0.7	-	100.0	-	-	69.4	30.6
All - Private	1.1	-	78.6	21.4	-	64.5	35.5
All - Canadian	1.0	-	82.6	17.4	-	65.4	34.6
Two U.S. Border Stations	1.4	-	100.0	-	-	-	100.0
<u>PROGRAMME CLASS 15F. MUSICAL COMEDY.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.2	-	100.0	-	-	100.0	-
CBC - French	1.9	100.0	-	-	-	-	100.0
Private - French	1.7	100.0	-	-	-	-	100.0
All - English	0.1	-	100.0	-	-	100.0	-
All - French	1.9	100.0	-	-	-	-	100.0
All - CBC	0.5	100.0	-	-	-	-	100.0
All - Private	0.3	50.0	50.0	-	-	50.0	50.0
All - Canadian	0.3	66.7	33.3	-	-	33.3	66.7
Two U.S. Border Stations	0.1	-	100.0	-	-	-	100.0
<u>PROGRAMME CLASS 15G. OTHER DRAMA.</u>							
CBC - English	0.6	-	-	100.0	-	-	100.0
Private - English	1.6	-	33.5	66.5	-	22.3	77.7
CBC - French	-	-	-	-	-	-	-
Private - French	0.4	-	-	100.0	-	100.0	-
All - English	1.4	-	30.1	69.9	-	20.0	80.0
All - French	0.2	-	-	100.0	-	100.0	-
All - CBC	0.5	-	-	100.0	-	-	100.0
All - Private	1.5	-	32.6	67.4	-	24.4	75.6
All - Canadian	1.3	-	29.4	70.6	-	22.0	78.0
Two U.S. Border Stations	4.0	-	83.3	16.7	-	83.3	16.7

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table B-4-8. General Audience Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 16. VARIETY.</u>							
CBC - English	11.9	7.5	92.5	-	-	5.0	95.0
Private - English	13.2	7.9	92.1	-	3.9	4.7	91.4
CBC - French	5.7	100.0	-	-	-	-	100.0
Private - French	11.6	78.6	21.4	-	14.3	-	85.7
All - English	12.9	7.9	92.1	-	3.0	4.8	92.2
All - French	8.9	85.0	15.0	-	10.0	-	90.0
All - CBC	10.4	19.6	80.4	-	-	4.3	95.7
All - Private	13.0	14.0	86.0	-	4.8	4.3	90.9
All - Canadian	12.3	15.3	84.7	-	3.7	4.3	92.0
Two U.S. Border Stations	8.1	-	100.0	-	33.3	-	66.7
<u>PROGRAMME CLASS 17. PERSONALITIES.</u>							
CBC - English	3.8	92.2	7.8	-	45.6	7.8	46.6
Private - English	1.5	72.6	27.4	-	60.6	27.4	12.0
CBC - French	7.6	100.0	-	-	-	-	100.0
Private - French	0.8	-	100.0	-	-	50.0	50.0
All - English	2.0	81.1	18.9	-	54.1	18.9	27.0
All - French	4.0	88.9	11.1	-	-	5.6	94.4
All - CBC	4.7	95.2	4.8	-	28.1	4.8	67.1
All - Private	1.4	68.5	31.5	-	57.2	28.7	14.1
All - Canadian	2.3	82.9	17.1	-	41.5	15.8	42.7
Two U.S. Border Stations	1.4	-	100.0	-	-	-	100.0
<u>PROGRAMME CLASS 18. QUIZ, GAMES, AND CONTESTS.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.4	80.1	19.9	-	60.3	39.7	-
CBC - French	7.6	87.5	-	12.5	-	-	100.0
Private - French	13.6	90.9	6.1	3.0	39.8	6.1	54.1
All - English	0.3	80.1	19.9	-	60.3	39.7	-
All - French	10.8	89.8	4.1	6.1	26.7	4.1	69.2
All - CBC	1.8	87.5	-	12.5	-	-	100.0
All - Private	1.7	88.4	9.3	2.3	44.6	13.9	41.5
All - Canadian	1.7	88.1	6.8	5.1	32.5	10.1	57.4
Two U.S. Border Stations	1.3	-	100.0	-	-	-	100.0
<u>PROGRAMME CLASS 19. SPORTS PROGRAMMES.</u>							
CBC - English	5.8	97.5	2.5	-	52.5	16.9	30.6
Private - English	5.1	89.9	10.1	-	53.5	13.5	33.0
CBC - French	10.3	86.2	-	13.8	-	4.6	95.4
Private - French	6.2	100.0	-	-	60.0	-	40.0
All - English	5.3	91.8	8.2	-	53.2	14.4	32.4
All - French	8.1	91.8	-	8.2	24.5	2.8	72.7
All - CBC	6.9	93.4	1.6	5.0	33.9	12.6	53.5
All - Private	5.2	91.1	8.9	-	54.2	11.9	33.9
All - Canadian	5.7	91.8	6.6	1.6	47.8	12.1	40.1
Two U.S. Border Stations	7.4	-	100.0	-	9.1	18.2	72.7

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.



Table B-4-9. General Audience Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 19A. SPORTS NEWS AND INTERVIEWS.</u>							
CBC - English	3.5	100.0	-	-	45.7	0.3	54.0
Private - English	4.6	98.1	1.9	-	59.5	3.8	36.7
CBC - French	2.9	66.7	-	33.3	-	-	100.0
Private - French	4.5	100.0	-	-	81.8	-	18.2
All - English	4.4	98.4	1.6	-	57.0	3.6	39.4
All - French	3.8	88.2	-	11.8	52.9	-	47.1
All - CBC	3.3	93.2	-	6.8	36.4	3.2	61.4
All - Private	4.6	98.3	1.7	-	61.6	3.4	35.0
All - Canadian	4.3	97.2	1.4	1.4	56.5	3.2	40.3
Two U.S. Border Stations	0.7	-	100.0	-	100.0	-	-
<u>PROGRAMME CLASS 19B. SPORTS EVENTS.</u>							
CBC - English	2.3	93.8	6.2	-	62.5	37.5	-
Private - English	0.5	17.1	82.9	-	-	100.0	-
CBC - French	7.4	93.6	-	6.4	-	6.4	93.6
Private - French	1.7	100.0	-	-	-	-	100.0
All - English	0.9	61.4	38.6	-	36.1	63.9	-
All - French	4.3	94.9	-	5.1	-	5.1	94.9
All - CBC	3.6	93.8	3.1	3.1	31.6	22.1	46.3
All - Private	0.6	38.3	61.7	-	-	74.5	25.5
All - Canadian	1.4	75.4	22.5	2.1	21.1	39.4	39.5
Two U.S. Border Stations	6.7	-	100.0	-	-	20.0	80.0
<u>PROGRAMME CLASS 20. CHILDREN'S PROGRAMMES.</u>							
CBC - English	11.0	-	100.0	-	-	2.7	97.3
Private - English	13.4	10.0	90.0	-	6.3	26.2	67.5
CBC - French	15.8	97.0	-	3.0	-	3.0	97.0
Private - French	17.5	90.6	9.4	-	4.7	-	95.3
All - English	12.8	8.0	92.0	-	5.1	21.5	73.4
All - French	16.7	93.4	5.3	1.3	2.7	1.3	96.0
All - CBC	12.1	29.9	69.2	0.9	-	2.8	97.2
All - Private	13.8	19.9	80.1	-	6.1	23.0	70.9
All - Canadian	13.3	22.3	77.5	0.2	4.6	18.2	77.2
Two U.S. Border Stations	23.5	-	100.0	-	6.7	61.7	31.6
<u>PROGRAMME CLASS 20A. YOUTH EDUCATIONAL PROGRAMMES.</u>							
CBC - English	3.6	-	100.0	-	-	-	100.0
Private - English	1.6	8.7	91.3	-	2.9	5.8	91.3
CBC - French	6.7	100.0	-	-	-	-	100.0
Private - French	7.5	100.0	-	-	-	-	100.0
All - English	2.0	5.1	94.9	-	1.7	3.4	94.9
All - French	7.1	100.0	-	-	-	-	100.0
All - CBC	4.3	36.8	63.2	-	-	-	100.0
All - Private	2.1	40.2	59.8	-	1.9	3.8	94.3
All - Canadian	2.7	38.8	61.2	-	1.1	2.2	96.7
Two U.S. Border Stations	-	-	-	-	-	-	-

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table B-4-10. General Audience Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 20B-F. CHILDREN'S DRAMA.</u>							
CBC - English	7.1	-	100.0	-	-	-	100.0
Private - English	10.8	2.0	98.0	-	-	31.5	68.5
CBC - French	4.3	88.9	-	11.1	-	11.1	88.9
Private - French	6.6	75.1	24.9	-	-	-	100.0
All - English	10.0	1.7	98.3	-	-	26.3	73.7
All - French	5.5	80.0	15.9	4.1	-	4.0	96.0
All - CBC	6.5	11.0	84.2	1.8	-	1.8	98.2
All - Private	10.4	6.6	93.4	-	-	29.5	70.5
All - Canadian	9.4	7.9	91.8	0.3	-	24.5	75.5
Two U.S. Border Stations	19.3	-	100.0	-	-	75.4	24.6
<u>PROGRAMME CLASS 20B. CRIME, WESTERN, ETC.</u>							
CBC - English	1.8	-	100.0	-	-	-	100.0
Private - English	5.2	1.7	98.3	-	-	53.9	46.1
CBC - French	2.9	100.0	-	-	-	-	100.0
Private - French	3.3	100.0	-	-	-	-	100.0
All - English	4.4	1.5	98.5	-	-	48.9	51.1
All - French	3.1	100.0	-	-	-	-	100.0
All - CBC	2.0	33.3	66.7	-	-	-	100.0
All - Private	5.0	7.9	92.1	-	-	50.5	49.5
All - Canadian	4.2	11.1	88.9	-	-	44.2	55.8
Two U.S. Border Stations	15.0	-	100.0	-	-	81.9	18.1
<u>PROGRAMME CLASS 20C. COMEDY.</u>							
CBC - English	2.9	-	100.0	-	-	-	100.0
Private - English	2.4	-	100.0	-	-	25.0	75.0
CBC - French	1.0	100.0	-	-	-	-	100.0
Private - French	1.7	-	100.0	-	-	-	100.0
All - English	2.5	-	100.0	-	-	18.2	81.8
All - French	1.3	33.3	66.7	-	-	-	100.0
All - CBC	2.6	9.1	90.9	-	-	-	100.0
All - Private	2.3	-	100.0	-	-	23.2	76.8
All - Canadian	2.3	2.5	97.5	-	-	16.8	83.2
Two U.S. Border Stations	3.6	-	100.0	-	-	62.5	37.5
<u>PROGRAMME CLASS 20D. FAIRY TALES.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.1	100.0	-	-	-	-	100.0
CBC - French	-	-	-	-	-	-	-
Private - French	0.8	100.0	-	-	-	-	100.0
All - English	0.1	100.0	-	-	-	-	100.0
All - French	0.5	100.0	-	-	-	-	100.0
All - CBC	-	-	-	-	-	-	-
All - Private	0.2	100.0	-	-	-	-	100.0
All - Canadian	0.2	100.0	-	-	-	-	100.0
Two U.S. Border Stations	-	-	-	-	-	-	-

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table B-4-11. General Audience Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 20E. SERIOUS.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	-	-	-	-	-	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	0.8	100.0	-	-	-	-	100.0
All - English	-	-	-	-	-	-	-
All - French	0.4	100.0	-	-	-	-	100.0
All - CBC	-	-	-	-	-	-	-
All - Private	0.1	100.0	-	-	-	-	100.0
All - Canadian	0.1	100.0	-	-	-	-	100.0
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 20F. OTHER CHILDREN'S DRAMA.</u>							
CBC - English	2.4	-	100.0	-	-	-	100.0
Private - English	3.1	-	100.0	-	-	-	100.0
CBC - French	0.4	-	-	100.0	-	100.0	-
Private - French	-	-	-	-	-	-	-
All - English	3.0	-	100.0	-	-	-	100.0
All - French	0.2	-	-	100.0	-	100.0	-
All - CBC	1.9	-	94.1	5.9	-	5.9	94.1
All - Private	2.8	-	100.0	-	-	-	100.0
All - Canadian	0.6	-	98.9	1.1	-	1.1	98.9
Two U.S. Border Stations	0.7	-	100.0	-	-	-	100.0
<u>PROGRAMME CLASS 20G. CHILDREN'S VARIETY.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.6	100.0	-	-	70.4	-	29.6
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.5	100.0	-	-	70.4	-	29.6
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.6	100.0	-	-	70.4	-	29.6
All - Canadian	0.4	100.0	-	-	70.4	-	29.6
Two U.S. Border Stations	4.2	-	100.0	-	36.8	-	63.2
<u>PROGRAMME CLASS 20H. QUIZ, GAMES AND CONTESTS.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.3	100.0	-	-	100.0	-	-
CBC - French	1.9	100.0	-	-	-	-	100.0
Private - French	2.6	100.0	-	-	33.3	-	66.7
All - English	0.2	100.0	-	-	100.0	-	-
All - French	2.3	100.0	-	-	20.0	-	80.0
All - CBC	0.5	100.0	-	-	-	-	100.0
All - Private	0.5	100.0	-	-	67.4	-	32.6
All - Canadian	0.5	100.0	-	-	50.8	-	49.2
Two U.S. Border Stations	-	-	-	-	-	-	-

\* Monday - Friday, 6:30 to 9:00 p.m.

Saturday, sign-on to 9:00 p.m.

Sunday, sign-on to 9:00 p.m.



Table B-4-12. General Audience Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 201. OTHER CHILDREN'S PROGRAMMES.</u>							
CBC - English	0.3	-	100.0	-	-	100.0	-
Private - English	0.1	100.0	-	-	100.0	-	-
CBC - French	2.9	100.0	-	-	-	-	100.0
Private - French	0.8	100.0	-	-	-	-	100.0
All - English	0.1	50.0	50.0	-	50.0	50.0	-
All - French	1.8	100.0	-	-	-	-	100.0
All - CBC	0.9	66.7	33.3	-	-	25.0	75.0
All - Private	0.2	100.0	-	-	49.2	-	50.8
All - Canadian	0.3	83.4	16.6	-	16.5	16.6	66.9
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 21. PROGRAMME PROMOTION.</u>							
CBC - English	0.1	100.0	-	-	100.0	-	-
Private - English	0.3	100.0	-	-	59.4	10.4	30.2
CBC - French	5.9	100.0	-	-	-	-	100.0
Private - French	0.9	100.0	-	-	100.0	-	-
All - English	0.3	100.0	-	-	61.4	9.9	28.7
All - French	3.2	100.0	-	-	16.3	-	83.7
All - CBC	1.4	100.0	-	-	2.7	-	97.3
All - Private	0.3	100.0	-	-	70.2	7.7	22.1
All - Canadian	0.7	100.0	-	-	30.7	3.2	66.1
Two U.S. Border Stations	-	-	-	-	-	-	-

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table C - 1  
 Television Programme Time: Proportions in Entertainment-Type  
 and Information-Orientational-Type Programmes.  
 Children Hours\* by Class of Station,  
 January 15-21, 1956

	Percent of Programme Time Which Was		
	Informational and Orientational	Entertainment	Total
Week as a Whole			
CBC - English	16.5	83.5	100.0
CBC - French	65.6	34.4	100.0
Private - English	20.8	79.2	100.0
Private - French	29.5	70.5	100.0
All - CBC	27.2	72.8	100.0
All - Private	21.4	78.6	100.0
All - English	19.8	80.2	100.0
All - French	49.1	50.9	100.0
Total	22.9	77.1	100.0
U. S. Border	16.3	83.7	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table C-2  
 Television Programme Time: Proportions of Children Hours\*  
 Entertainment-Type and Information-Orientation-Type Programmes,  
 Respectively, by Nationality of Source and Class of Station,  
 January 15-21, 1956

	Percent of Time in		
	Entertainment- Type Programmes	Information- Orientation- Type Programmes	All Programmes
Originated in Canada for:			
CBC - English	46.4#	73.7	50.8
CBC - French	100.0	100.0	100.0
Private - English	61.7	91.6	67.9
Private - French	68.5	69.0	68.6
All CBC Stations	51.9	87.5	61.6
All Private Stations	62.1	88.5	67.7
All English Stations	58.1	88.2	64.0
All French Stations	80.0	91.5	85.6
All Canadian Stations	59.6	88.2	66.1
U. S. Border Stations	-	-	-
Originated in U. S. for:			
CBC - English	43.2	21.0	39.6
CBC - French	-	-	-
Private - English	38.0	8.4	31.9
Private - French	31.5	25.1	29.6
All CBC Stations	38.7	10.0	30.9
All Private Stations	37.6	11.0	31.9
All English Stations	39.2	10.8	33.6
All French Stations	20.0	6.9	13.6
All Canadian Stations	37.9	10.7	31.7
U. S. Border Stations	91.0	100.0	92.5
Originated in "Other" for:			
CBC - English	10.4	5.3	9.6
CBC - French	-	-	-
Private - English	0.3	-	0.2
Private - French	-	5.9	1.8
All CBC Stations	9.4	2.5	7.5
All Private Stations	0.3	0.5	0.4
All English Stations	2.7	1.0	2.4
All French Stations	-	1.6	0.8
All Canadian Stations	2.5	1.1	2.2
U. S. Border Stations	9.0	-	7.5

\* Monday - Friday, 4:30 to 6:30 p.m.

# This table may be read as follows: "Of all Entertainment-Type programmes broadcast by the CBC English-language stations, 46.4 percent originated in Canada, whereas 73.7 percent of their Information-Orientation-Type programmes originated in Canada, etc."



Table C-3  
 Television Programme Time: Proportions of Children Hours\*  
 Entertainment-Type and Information-Orientation-Type Programmes,  
 Respectively, by Origin Within Canada and Class of Station,  
 January 15-21, 1956

Originated as:	Percent of Time in		
	Entertainment- Type Programmes	Information- Orientation- Type Programmes	All Programmes
<b>Local Live</b>			
CBC - English	-	- #	-
CBC - French	-	-	-
Private - English	11.9	31.9	16.0
Private - French	10.7	69.0	27.9
All CBC Stations	-	-	-
All Private Stations	11.8	35.3	16.8
All English Stations	9.0	25.9	12.4
All French Stations	6.8	19.0	12.8
All Canadian Stations	8.9	24.4	12.5
U. S. Border Stations	1.5	38.5	7.5
<b>Local Recorded</b>			
CBC - English	18.2	10.5	17.0
CBC - French	-	-	-
Private - English	31.6	4.8	26.1
Private - French	26.3	31.0	27.7
All CBC Stations	16.4	5.0	13.3
All Private Stations	31.3	7.1	26.2
All English Stations	28.5	5.9	24.0
All French Stations	16.6	8.5	12.6
All Canadian Stations	27.7	6.4	22.8
U. S. Border Stations	53.7	-	45.0
<b>Network</b>			
CBC - English	81.8	89.5	83.0
CBC - French	100.0	100.0	100.0
Private - English	56.5	63.3	57.9
Private - French	63.0	-	44.4
All CBC Stations	83.6	95.0	86.7
All Private Stations	56.9	57.6	57.0
All English Stations	62.5	68.2	63.6
All French Stations	76.6	72.5	74.6
All Canadian Stations	63.4	69.2	64.7
U. S. Border Stations	44.8	61.5	47.5

\* Monday - Friday, 4:30 to 6:30 p.m.

# This table may be read as follows: "Of all Information-Orientation-Type programmes broadcast by the CBC English-language stations, none were broadcast as Local Live, while for Private - English stations 31.9 percent were Local Live".

Table C-4-1. Children Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 1. NEWS AND WEATHER.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	1.0	100.0	-	-	97.4	-	2.6
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.8	100.0	-	-	97.4	-	2.6
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.9	100.0	-	-	97.4	-	2.6
All - Canadian	0.7	100.0	-	-	97.4	-	2.6
Two U.S. Border Stations	6.2	-	100.0	-	100.0	-	-
<u>PROGRAMME CLASS 2. NATURE AND SCIENCE.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	-	-	-	-	-	-	-
CBC - French	6.3	100.0	-	-	-	-	100.0
Private - French	-	-	-	-	-	-	-
All - English	-	-	-	-	-	-	-
All - French	3.4	100.0	-	-	-	-	100.0
All - CBC	1.4	100.0	-	-	-	-	100.0
All - Private	-	-	-	-	-	-	-
All - Canadian	0.3	100.0	-	-	-	-	100.0
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 3. FOREIGN LANDS AND PEOPLE.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.2	-	100.0	-	-	100.0	-
CBC - French	-	-	-	-	-	-	-
Private - French	9.2	-	81.1	18.9	-	100.0	-
All - English	0.2	-	100.0	-	-	100.0	-
All - French	4.2	-	81.1	18.9	-	100.0	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.8	-	86.1	13.9	-	100.0	-
All - Canadian	0.6	-	86.1	13.9	-	100.0	-
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 4. POLITICAL AND OTHER PUBLIC AFFAIRS.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.2	100.0	-	-	-	-	100.0
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.2	100.0	-	-	-	-	100.0
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.2	100.0	-	-	-	-	100.0
All - Canadian	0.2	100.0	-	-	-	-	100.0
Two U. S. Border Stations	-	-	-	-	-	-	-

\* Children Hours: Monday to Friday, 4:30 to 6:30 p.m.

Table C-4-2. Children Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 5. SOCIAL AND HUMAN RELATIONS.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.1	-	100.0	-	-	100.0	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.1	-	100.0	-	-	100.0	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.1	-	100.0	-	-	100.0	-
All - Canadian	0.1	-	100.0	-	-	100.0	-
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 6. MISCELLANEOUS INFORMATION.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	-	-	-	-	-	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	-	-	-	-	-	-	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	-	-	-	-	-	-	-
All - Canadian	-	-	-	-	-	-	-
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 7. CANADIAN ACTIVITIES AND HERITAGE.</u>							
CBC - English	1.7	100.0	-	-	-	-	100.0
Private - English	1.1	100.0	-	-	20.0	8.5	70.6
CBC - French	6.3	100.0	-	-	-	-	100.0
Private - French	1.8	100.0	-	-	100.0	-	-
All - English	1.2	100.0	-	-	14.3	5.8	79.9
All - French	4.2	100.0	-	-	20.0	-	80.0
All - CBC	2.7	100.0	-	-	-	-	100.0
All - Private	1.1	100.0	-	-	29.2	7.6	63.2
All - Canadian	1.6	100.0	-	-	15.9	4.2	79.9
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 8. "FEEDBACK" PROGRAMMES.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.1	100.0	-	-	100.0	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.1	100.0	-	-	100.0	-	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.1	100.0	-	-	100.0	-	-
All - Canadian	#	100.0	-	-	100.0	-	-
Two U.S. Border Stations	-	-	-	-	-	-	-

# Less than .05 percent.

\* Children Hours: Monday - Friday, 4:30 to 6:30 p.m.



Table C-4-3. Children Hours\*, Television Programme Class Time as Percent of Total Programme Time, Percent by Country of Source, and Percent by Origin Within Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 9. RELIGION.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	-	-	-	-	-	-	-
CBC - French	3.1	100.0	-	-	-	-	100.0
Private - French	-	-	-	-	-	-	-
All - English	-	-	-	-	-	-	-
All - French	1.7	100.0	-	-	-	-	100.0
All - CBC	0.6	100.0	-	-	-	-	100.0
All - Private	-	-	-	-	-	-	-
All - Canadian	0.2	100.0	-	-	-	-	100.0
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 10. FINE ARTS, LITERATURE, ETC.</u>							
No Programme Time in Class 10 During Children Hours.							
<u>PROGRAMME CLASS 11. DANCE.</u>							
No Programme Time in Class 11 During Children Hours.							
<u>PROGRAMME CLASS 12. AGRICULTURE, FISHERIES, ETC.</u>							
No Programme Time in Class 12 During Children Hours.							
<u>PROGRAMME CLASS 13. FAMILY LIVING AND SHOPPING.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	5.4	100.0	-	-	87.1	7.7	5.2
CBC - French	6.2	100.0	-	-	-	-	100.0
Private - French	18.5	100.0	-	-	100.0	-	-
All - English	4.2	100.0	-	-	87.1	7.7	5.2
All - French	11.9	100.0	-	-	71.4	-	28.6
All - CBC	1.4	100.0	-	-	-	-	100.0
All - Private	6.2	100.0	-	-	89.6	6.2	4.2
All - Canadian	5.0	100.0	-	-	83.2	5.8	11.0
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 13A. FAMILY LIVING.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	5.3	100.0	-	-	86.8	7.9	5.3
CBC - French	6.2	100.0	-	-	-	-	100.0
Private - French	18.5	100.0	-	-	100.0	-	-
All - English	4.1	100.0	-	-	86.8	7.9	5.3
All - French	11.9	100.0	-	-	71.4	-	28.6
All - CBC	1.4	100.0	-	-	-	-	100.0
All - Private	6.1	100.0	-	-	89.4	6.3	4.3
All - Canadian	4.9	100.0	-	-	83.0	5.9	11.1
Two U.S. Border Stations	-	-	-	-	-	-	-

\* Children Hours: Monday to Friday, 4:30 to 6:30 p.m.

Table C-4-4. Children Hours\*, Television Programme Class Time  
as Percent of Total Programme Time, Percent by Country of  
Source, and Percent by Origin Within Canada  
by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 13B. MERCHANDISING.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.1	100.0	-	-	100.0	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.1	100.0	-	-	100.0	-	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.1	100.0	-	-	100.0	-	-
All - Canadian	0.1	100.0	-	-	100.0	-	-
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 14. MUSIC PROGRAMMES.</u>							
CBC - English	4.3	-	100.0	-	-	100.0	-
Private - English	4.0	50.0	50.0	-	44.2	51.8	4.0
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	4.1	37.9	62.1	-	33.6	63.4	3.0
All - French	-	-	-	-	-	-	-
All - CBC	3.4	-	100.0	-	-	100.0	-
All - Private	3.8	49.9	50.1	-	44.2	51.8	4.0
All - Canadian	3.6	37.9	62.1	-	33.6	63.4	3.0
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 14A. SERIOUS.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.1	100.0	-	-	-	100.0	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.1	100.0	-	-	-	100.0	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.1	100.0	-	-	-	100.0	-
All - Canadian	#	100.0	-	-	-	100.0	-
Two U.S. Border Stations	-	-	-	-	-	-	-
# Less than .05 percent.							
<u>PROGRAMME CLASS 14B. LIGHT.</u>							
CBC - English	0.9	-	100.0	-	-	100.0	-
Private - English	0.2	100.0	-	-	100.0	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.4	50.0	50.0	-	50.0	50.0	-
All - French	-	-	-	-	-	-	-
All - CBC	0.7	-	100.0	-	-	100.0	-
All - Private	0.2	100.0	-	-	100.0	-	-
All - Canadian	0.3	50.0	50.0	-	50.0	50.0	-
Two U.S. Border Stations	-	-	-	-	-	-	-

\* Monday - Friday, 4:30 to 6:30 p.m.

Table C-4-5. Children Hours\*, Television Programme Class Time as Percent of Total Programme Time, Percent by Country of Source, and Percent by Origin Within Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 14C. POPULAR AND DANCE.</u>							
CBC - English	3.4	-	100.0	-	-	100.0	-
Private - English	3.3	46.9	53.1	-	42.1	53.1	4.8
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	3.4	35.9	64.1	-	32.2	64.1	3.7
All - French	-	-	-	-	-	-	-
All - CBC	2.7	-	100.0	-	-	100.0	-
All - Private	3.1	46.9	53.1	-	42.1	53.1	4.8
All - Canadian	3.0	35.9	64.1	-	32.2	64.1	3.7
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 14D. FOLK, WESTERN, OLD, ETC.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.4	33.3	66.7	-	33.3	66.7	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.3	33.3	66.7	-	33.3	66.7	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.4	33.3	66.7	-	33.3	66.7	-
All - Canadian	0.3	33.3	66.7	-	33.3	66.7	-
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 15. DRAMA PROGRAMMES.</u>							
CBC - English	10.4	-	66.7	33.3	-	58.3	41.7
Private English	13.7	6.6	93.4	-	2.2	95.9	1.9
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	12.9	5.4	88.5	6.1	1.8	89.0	9.2
All - French	-	-	-	-	-	-	-
All - CBC	8.2	-	66.7	33.3	-	58.3	41.7
All - Private	12.8	6.6	93.4	-	2.2	95.9	1.9
All - Canadian	11.5	5.4	88.5	6.1	1.8	89.0	9.2
Two U.S. Border Stations	12.5	-	40.0	60.0	-	20.0	80.0
<u>PROGRAMME CLASS 15A. SERIOUS.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	-	-	-	-	-	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	-	-	-	-	-	-	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	-	-	-	-	-	-	-
All - Canadian	-	-	-	-	-	-	-
Two U.S. Border Stations	5.0	-	50.0	50.0	-	-	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.



Table C-4-6. Children Hours\*, Television Programme Class Time  
as Percent of Total Programme Time, Percent by Country of  
Source, and Percent by Origin Within Canada  
by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 15B. DOMESTIC.</u>							
CBC - English	1.7	-	100.0	-	-	50.0	50.0
Private - English	.3	-	100.0	-	-	6.1	93.9
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	.6	-	100.0	-	-	34.4	65.6
All - French	-	-	-	-	-	-	-
All - CBC	1.4	-	100.0	-	-	50.0	50.0
All - Private	.3	-	100.0	-	-	6.1	93.9
All - Canadian	.5	-	100.0	-	-	34.4	65.6
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 15C. COMEDY.</u>							
CBC - English	2.6	-	100.0	-	-	100.0	-
Private - English	1.8	-	100.0	-	-	100.0	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	2.0	-	100.0	-	-	100.0	-
All - French	-	-	-	-	-	-	-
All - CBC	2.0	-	100.0	-	-	100.0	-
All - Private	1.7	-	100.0	-	-	100.0	-
All - Canadian	1.8	-	100.0	-	-	100.0	-
Two U.S. Border Stations	2.5	-	-	100.0	-	-	100.0
<u>PROGRAMME CLASS 15D. CRIME, WESTERN, ACTION, ETC.</u>							
CBC - English	2.6	-	100.0	-	-	100.0	-
Private - English	11.3	5.4	94.6	-	-	100.0	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	9.3	5.1	94.9	-	-	100.0	-
All - French	-	-	-	-	-	-	-
All - CBC	2.0	-	100.0	-	-	100.0	-
All - Private	10.5	5.4	94.6	-	-	100.0	-
All - Canadian	8.3	5.1	94.9	-	-	100.0	-
Two U.S. Border Stations	5.0	-	50.0	50.0	-	50.0	50.0
<u>PROGRAMME CLASS 15E. ROMANTIC.</u>							
No Programme Time in Class 15E During Children Hours.							
<u>PROGRAMME CLASS 15F. MUSICAL COMEDY.</u>							
No Programme Time in Class 15F During Children Hours.							

\* Monday - Friday, 4:30 to 6:30 p.m.

Table C-4-7. Children Hours\*, Television Programme Class Time  
as Percent of Total Programme Time, Percent by Country of  
Source, and Percent by Origin Within Canada  
by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 15G. OTHER.</u>							
CBC - English	3.5	-	-	100.0	-	-	100.0
Private - English	.3	100.0	-	-	100.0	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	1.0	22.6	-	77.4	22.6	-	77.4
All - French	-	-	-	-	-	-	-
All - CBC	2.8	-	-	100.0	-	-	100.0
All - Private	.3	100.0	-	-	100.0	-	-
All - Canadian	.9	22.6	-	77.4	22.6	-	77.4
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 16. VARIETY.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	1.5	100.0	-	-	100.0	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	1.1	100.0	-	-	100.0	-	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	1.4	100.0	-	-	100.0	-	-
All - Canadian	1.0	100.0	-	-	100.0	-	-
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 17. PERSONALITIES.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	1.1	90.2	9.8	-	90.2	9.8	-
CBC - French	-	-	-	-	-	-	-
Private - French	2.0	100.0	-	-	100.0	-	-
All - English	0.9	90.2	9.8	-	90.2	9.8	-
All - French	0.9	100.0	-	-	100.0	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	1.2	91.3	8.7	-	91.3	8.7	-
All - Canadian	0.9	91.3	8.7	-	91.3	8.7	-
Two U.S. Border Stations	1.3	-	100.0	-	-	100.0	-
<u>PROGRAMME CLASS 18. QUIZ, GAMES AND CONTESTS.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.2	100.0	-	-	100.0	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	5.6	100.0	-	-	100.0	-	-
All - English	0.2	100.0	-	-	100.0	-	-
All - French	2.5	100.0	-	-	100.0	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.6	100.0	-	-	100.0	-	-
All - Canadian	0.4	100.0	-	-	100.0	-	-
Two U.S. Border Stations	12.5	-	100.0	-	-	-	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table C-4-8. Children Hours\*, Television Programme Class Time as Percent of Total Programme Time, Percent by Country of Source, and Percent by Origin Within Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 19. SPORTS PROGRAMMES.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	1.3	70.9	29.1	-	43.2	36.5	20.3
CBC - French	-	-	-	-	-	-	-
Private - French	33.3	100.0	-	-	-	-	100.0
All - English	1.0	70.9	29.1	-	43.2	36.5	20.3
All - French	15.3	100.0	-	-	-	-	100.0
All - CBC	-	-	-	-	-	-	-
All - Private	3.3	89.7	10.3	-	15.3	12.9	71.8
All - Canadian	2.5	89.7	10.3	-	15.3	12.9	71.8
Two U.S. Border Stations	1.3	-	100.0	-	100.0	-	-
<u>PROGRAMME CLASS 19A. SPORTS NEWS AND INTERVIEWS.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.5	100.0	-	-	100.0	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	33.3	100.0	-	-	-	-	100.0
All - English	0.4	100.0	-	-	100.0	-	-
All - French	15.3	100.0	-	-	-	-	100.0
All - CBC	-	-	-	-	-	-	-
All - Private	2.7	100.0	-	-	19.2	-	80.8
All - Canadian	2.0	100.0	-	-	19.2	-	80.8
Two U.S. Border Stations	1.3	-	100.0	-	100.0	-	-
<u>PROGRAMME CLASS 19B. SPORTS EVENTS.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.8	48.8	51.2	-	-	64.3	35.7
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.6	48.8	51.2	-	-	64.3	35.7
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.6	48.8	51.2	-	-	64.3	35.7
All - Canadian	0.5	48.8	51.2	-	-	64.3	35.7
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 20. CHILDREN'S PROGRAMMES.</u>							
CBC - English	83.6	58.9	33.8	7.3	-	7.8	92.2
Private - English	69.3	76.2	23.4	.4	5.7	13.6	80.7
CBC - French	78.1	100.0	-	-	-	-	100.0
Private - French	29.6	25.0	75.0	-	-	62.5	37.5
All - English	72.5	71.7	26.2	2.2	4.2	12.1	83.7
All - French	55.9	81.8	18.2	-	-	15.2	84.8
All - CBC	82.3	67.4	26.9	5.7	-	6.2	93.8
All - Private	66.7	74.7	24.9	.4	5.5	15.0	79.5
All - Canadian	70.8	72.5	25.5	2.0	3.9	12.3	83.8
Two U.S. Border Stations	66.2	-	100.0	-	-	62.3	37.7

\* Monday - Friday, 4:30 to 6:30 p.m.



Table C-4-9. Children Hours\*, Television Programme Class Time as Percent of Total Programme Time, Percent by Country of Source, and Percent by Origin Within Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 20A. YOUTH EDUCATIONAL PROGRAMMES.</u>							
CBC - English	14.8	70.6	23.5	5.9	-	11.8	88.2
Private - English	11.9	88.3	11.7	-	-	1.1	98.9
CBC - French	43.7	100.0	-	-	-	-	100.0
Private - French	-	-	-	-	-	-	-
All - English	12.6	83.6	14.8	1.6	-	3.9	96.1
All - French	23.7	100.0	-	-	-	-	100.0
All - CBC	21.1	83.9	12.9	3.2	-	6.5	93.5
All - Private	11.2	88.3	11.7	-	-	1.1	98.9
All - Canadian	13.8	86.6	12.1	1.3	-	3.2	96.8
Two U.S. Border Stations	10.0	-	100.0	-	-	-	100.0
<u>PROGRAMME CLASS 20B-F. DRAMA.</u>							
CBC - English	37.4	19.8	66.3	13.9	-	12.8	87.2
Private - English	22.5	32.9	66.0	1.1	2.8	38.7	58.5
CBC - French	12.5	100.0	-	-	-	-	100.0
Private - French	29.6	25.0	75.0	-	-	62.5	37.5
All - English	25.9	28.6	66.1	5.3	1.9	30.2	67.9
All - French	20.3	50.0	50.0	-	-	41.7	58.3
All - CBC	22.4	26.6	60.6	12.8	-	11.7	88.3
All - Private	12.5	32.2	66.8	1.0	2.6	40.7	56.7
All - Canadian	25.3	30.4	64.7	4.9	1.7	31.2	67.1
Two U.S. Border Stations	50.0	-	100.0	-	-	82.5	17.5
<u>PROGRAMME CLASS 20B. CRIME, WESTERN, ETC.</u>							
CBC - English	28.7	-	81.8	18.2	-	12.1	87.9
Private - English	12.6	4.0	96.0	-	-	45.2	54.8
CBC - French	-	-	-	-	-	-	-
Private - French	11.1	-	100.0	-	-	66.7	33.3
All - English	16.2	2.4	90.3	7.3	-	32.0	68.0
All - French	5.0	-	100.0	-	-	66.7	33.3
All - CBC	22.4	-	81.8	18.2	-	12.1	87.9
All - Private	12.5	3.8	96.2	-	-	46.5	53.5
All - Canadian	15.1	2.4	90.6	7.0	-	33.2	66.8
Two U.S. Border Stations	28.7	-	100.0	-	-	100.0	-
<u>PROGRAMME CLASS 20C. COMEDY.</u>							
CBC - English	3.9	66.7	33.3	-	-	33.3	66.7
Private - English	4.9	54.1	45.9	-	5.2	45.9	48.9
CBC - French	-	-	-	-	-	-	-
Private - French	11.1	-	100.0	-	-	100.0	-
All - English	4.7	56.5	43.5	-	4.2	43.5	52.3
All - French	5.0	-	100.0	-	-	100.0	-
All - CBC	3.1	66.7	33.3	-	-	33.3	66.7
All - Private	5.3	46.8	53.2	-	4.5	53.2	42.3
All - Canadian	4.7	50.1	49.9	-	3.7	49.9	46.4
Two U.S. Border Stations	8.8	-	100.0	-	-	-	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table C-4-10. Children Hours\*, Television Programme Class Time  
as Percent of Total Programme Time, Percent by Country of  
Source, and Percent by Origin Within Canada  
by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 20D. FAIRY TALES.</u>							
CBC - English	.9	100.0	-	-	-	-	100.0
Private - English	1.7	85.1	-	14.9	22.3	29.7	48.0
CBC - French	6.2	100.0	-	-	-	-	100.0
Private - French	7.4	100.0	-	-	-	-	100.0
All - English	1.5	87.1	-	12.9	19.4	25.9	54.7
All - French	6.8	100.0	-	-	-	-	100.0
All - CBC	2.0	100.0	-	-	-	-	100.0
All - Private	2.1	88.5	-	11.5	17.2	22.9	59.9
All - Canadian	2.1	91.5	-	8.5	12.8	17.0	70.2
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 20E. SERIOUS.</u>							
CBC - English	1.7	100.0	-	-	-	-	100.0
Private - English	0.8	100.0	-	-	-	-	100.0
CBC - French	6.3	100.0	-	-	-	-	100.0
Private - French	-	-	-	-	-	-	-
All - English	1.0	100.0	-	-	-	-	100.0
All - French	3.4	100.0	-	-	-	-	100.0
All - CBC	2.8	100.0	-	-	-	-	100.0
All - Private	0.7	100.0	-	-	-	-	100.0
All - Canadian	1.2	100.0	-	-	-	-	100.0
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 20F. OTHER.</u>							
CBC - English	2.2	100.0	-	-	-	-	100.0
Private - English	2.5	79.8	20.2	-	-	10.1	89.9
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	2.4	83.9	16.1	-	20.2	-	79.8
All - French	-	-	-	-	-	-	100.0
All - CBC	1.7	100.0	-	-	-	-	100.0
All - Private	2.3	79.8	20.2	-	-	10.1	89.9
All - Canadian	2.2	83.9	16.1	-	-	8.1	91.9
Two U.S. Border Stations	12.5	-	100.0	-	-	100.0	-
<u>PROGRAMME CLASS 20G. VARIETY.</u>							
CBC - English	28.7	100.0	-	-	-	-	100.0
Private - English	30.9	100.0	-	-	5.4	1.9	92.7
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	30.4	100.0	-	-	4.2	1.5	94.3
All - French	-	-	-	-	-	-	-
All - CBC	22.4	100.0	-	-	-	-	100.0
All - Private	28.9	100.0	-	-	5.4	1.9	92.7
All - Canadian	27.2	100.0	-	-	4.2	1.5	94.3
Two U.S. Border Stations	6.2	-	100.0	-	-	-	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table C-4-11. Children Hours\*, Television Programme Class Time  
as Percent of Total Programme Time, Percent by Country of  
Source, and Percent by Origin Within Canada  
by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 20H. QUIZ, GAMES AND CONTESTS.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	1.0	100.0	-	-	100.0	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.7	100.0	-	-	100.0	-	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.8	100.0	-	-	100.0	-	-
All - Canadian	0.6	100.0	-	-	100.0	-	-
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 20I. OTHER.</u>							
CBC - English	2.7	100.0	-	-	-	-	100.0
Private - English	3.0	100.0	-	-	25.4	-	74.6
CBC - French	21.9	100.0	-	-	-	-	100.0
Private - French	-	-	-	-	-	-	-
All - English	2.9	100.0	-	-	20.2	-	79.8
All - French	11.9	100.0	-	-	-	-	100.0
All - CBC	6.8	100.0	-	-	-	-	100.0
All - Private	2.9	100.0	-	-	25.4	-	74.6
All - Canadian	3.9	100.0	-	-	13.7	-	86.3
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 21. PROGRAMME PROMOTION.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.8	100.0	-	-	100.0	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.5	100.0	-	-	100.0	-	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.8	100.0	-	-	100.0	-	-
All - Canadian	0.5	100.0	-	-	100.0	-	-
Two U.S. Border Stations	-	-	-	-	-	-	-

\* Monday - Friday, 4:30 to 6:30 p.m.



Table D-1  
 Television Programme Time: Proportions in Entertainment-Type and  
 Information-Orientation-Type Programmes. Daytime Hours\*  
 by Class of Station, January 15-21, 1956

	Percent of Programme Time Which Was		
	Informational and Orientational	Entertainment	Total
Week as a Whole			
CBC - English	34.6	65.4	100.0
CBC - French	100.0	-	100.0
Private - English	41.9	58.1	100.0
Private - French	52.2	47.8	100.0
All - CBC	36.2	63.8	100.0
All - Private	42.5	57.5	100.0
All - English	40.2	59.8	100.0
All - French	56.8	43.2	100.0
Total	41.2	58.8	100.0
U. S. Border	14.8	85.2	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

Table D-2  
 Television Programme Time: Proportions of Daytime Hours\*  
 Entertainment-Type and Information-Orientation-Type Programmes,  
 Respectively, by Nationality of Source and Class of Station,  
 January 15-21, 1956

	Percent of Time in		
	Entertainment- Type Programmes	Information- Orientation- Type Programmes	All Programmes
Originated in Canada for:			
CBC - English	11.6 #	100.0	42.1
CBC - French	-	100.0	100.0
Private - English	10.1	96.6	46.3
Private - French	-	100.0	52.2
All CBC Stations	11.6	100.0	43.5
All Private Stations	9.5	96.9	46.7
All English Stations	10.4	97.2	45.4
All French Stations	-	100.0	56.8
All Canadian Stations	10.0	97.5	46.0
U. S. Border Stations	-	-	-
Originated in U. S. for:			
CBC - English	88.4	-	57.9
CBC - French	-	-	-
Private - English	88.1	3.4	52.6
Private - French	28.1	-	13.5
All CBC Stations	88.4	-	56.5
All Private Stations	84.9	3.1	50.1
All English Stations	88.2	2.8	53.8
All French Stations	28.1	-	12.2
All Canadian Stations	85.5	2.5	51.5
U. S. Border Stations	92.8	100.0	93.9
Originated in "Other" for:			
CBC - English	-	-	-
CBC - French	-	-	-
Private - English	1.8	-	1.1
Private - French	71.9	-	34.3
All CBC Stations	-	-	-
All Private Stations	5.6	-	3.2
All English Stations	1.4	-	0.8
All French Stations	71.9	-	31.0
All Canadian Stations	4.5	-	2.5
U. S. Border Stations	7.2	-	6.1

\* Monday - Friday, sign-on to 4:30 p.m.

# This table may be read as follows: "Of all Entertainment-Type programmes broadcast by the CBC English-language stations, 11.6 percent originated in Canada, whereas 100.0 percent of their Information-Orientation-Type programmes originated in Canada, etc."

Table D-3  
 Television Programme Time: Proportions of Daytime Hours\*  
 Entertainment-Type and Information-Orientation-Type Programmes,  
 Respectively, by Origin Within Canada and Class of Station,  
 January 15-21, 1956

Originated as:	Percent of Time in		
	Entertainment- Type Programmes	Information- Orientation- Type Programmes	All Programmes
<b>Local Live</b>			
CBC - English	-	5.1 #	1.8
CBC - French	-	-	-
Private - English	6.3	91.7	42.1
Private - French	-	100.0	52.2
All CBC Stations	-	4.8	1.7
All Private Stations	6.0	92.3	42.7
All English Stations	4.8	75.1	33.1
All French Stations	-	83.1	47.2
All Canadian Stations	4.6	75.7	33.9
U. S. Border Stations	8.5	81.3	19.3
<b>Local Recorded</b>			
CBC - English	88.4	-	57.9
CBC - French	-	-	-
Private - English	90.4	4.8	54.5
Private - French	100.0	-	47.8
All CBC Stations	88.4	-	56.5
All Private Stations	90.9	4.5	54.1
All English Stations	89.9	3.9	55.3
All French Stations	100.0	-	43.2
All Canadian Stations	90.3	3.6	54.6
U. S. Border Stations	41.2	-	35.1
<b>Network</b>			
CBC - English	11.6	94.9	40.3
CBC - French	-	100.0	100.0
Private - English	3.3	3.5	3.4
Private - French	-	-	-
All CBC Stations	11.6	95.2	41.8
All Private Stations	3.1	3.2	3.2
All English Stations	5.3	21.0	11.6
All French Stations	-	16.9	9.6
All Canadian Stations	5.1	20.7	11.5
U. S. Border Stations	50.3	18.7	45.6

\* Monday - Friday, sign-on to 4:30 p.m.

# This table may be read as follows: "Of all Information-Orientation-Type programmes broadcast by the CBC English-language stations, 5.1 percent were broadcast as Local Live, while for Private-English stations, 91.7 percent were Local Live".



Table D-4-1. Daytime Hours\*, Television Programme Class  
Time as Percent of Total Programme Time,  
Percent by Country of Source and Percent  
by Origin Within Canada by Class  
of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 1. NEWS AND WEATHER.</u>							
CBC - English	1.8	100.0	-	-	100.0	-	-
Private - English	3.9	100.0	-	-	100.0	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	3.4	100.0	-	-	100.0	-	-
All - French	-	-	-	-	-	-	-
All - CBC	1.7	100.0	-	-	100.0	-	-
All - Private	3.6	100.0	-	-	100.0	-	-
All - Canadian	3.2	100.0	-	-	100.0	-	-
Two U.S. Border Stations	5.6	-	100.0	-	50.8	-	49.2
<u>PROGRAMME CLASS 2. NATURE AND SCIENCE.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	-	-	-	-	-	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	-	-	-	-	-	-	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	-	-	-	-	-	-	-
All - Canadian	-	-	-	-	-	-	-
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 3. FOREIGN LANDS AND PEOPLES.</u>							
CBC - English	15.1	100.0	-	-	-	-	100.0
Private - English	0.7	76.8	23.2	-	76.8	23.2	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	3.9	96.9	3.1	-	10.3	3.2	86.5
All - French	-	-	-	-	-	-	-
All - CBC	14.8	100.0	-	-	-	-	100.0
All - Private	0.6	76.8	23.2	-	76.8	23.2	-
All - Canadian	3.7	96.9	3.1	-	10.4	3.1	86.5
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 4. POLITICAL AND OTHER PUBLIC AFFAIRS.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	-	-	-	-	-	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	-	-	-	-	-	-	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	-	-	-	-	-	-	-
All - Canadian	-	-	-	-	-	-	-
Two U.S. Border Stations	-	-	-	-	-	-	-

\* Daytime Hours - Monday - Friday, sign-on 4:30 p.m.

Table D-4-2. Daytime Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 5. SOCIAL AND HUMAN RELATIONS.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.4	100.0	-	-	100.0	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.3	100.0	-	-	100.0	-	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.3	100.0	-	-	100.0	-	-
All - Canadian	0.3	100.0	-	-	100.0	-	-
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 6. MISCELLANEOUS INFORMATION.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.4	100.0	-	-	100.0	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.3	100.0	-	-	100.0	-	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.3	100.0	-	-	100.0	-	-
All - Canadian	0.3	100.0	-	-	100.0	-	-
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 7. CANADIAN ACTIVITIES AND HERITAGE.</u>							
CBC - English	2.5	100.0	-	-	-	-	100.0
Private - English	3.8	100.0	-	-	71.2	9.6	19.2
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	3.5	100.0	-	-	59.8	8.0	32.2
All - French	-	-	-	-	-	-	-
All - CBC	2.5	100.0	-	-	-	-	100.0
All - Private	3.5	100.0	-	-	71.2	9.6	19.2
All - Canadian	3.3	100.0	-	-	59.8	8.0	32.2
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 8. "FEEDBACK" PROGRAMS.</u>							

No Programme Time in Class 8, during Daytime Hours.

\* Daytime Hours - Monday - Friday, sign-on 4:30 p.m.

Table D-4-3. Daytime Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 9. RELIGION.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.4	100.0	-	-	100.0	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.3	100.0	-	-	100.0	-	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.4	100.0	-	-	100.0	-	-
All - Canadian	0.3	100.0	-	-	100.0	-	-
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 10. FINE ARTS, LITERATURE, ETC.</u>							
CBC - English	7.6	100.0	-	-	-	-	100.0
Private - English	-	-	-	-	-	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	1.7	100.0	-	-	-	-	100.0
All - French	-	-	-	-	-	-	-
All - CBC	7.4	100.0	-	-	-	-	100.0
All - Private	-	-	-	-	-	-	-
All - Canadian	1.6	100.0	-	-	-	-	100.0
Two U.S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 11. DANCE.</u>							
No Programme Time in Class 11, during Daytime Hours.							
<u>PROGRAMME CLASS 12. AGRICULTURE, FISHERIES, ETC.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.2	100.0	-	-	100.0	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.1	100.0	-	-	100.0	-	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All --Private	0.2	100.0	-	-	100.0	-	-
All - Canadian	0.1	100.0	-	-	100.0	-	-
Two U.S. Border Stations	-	-	-	-	-	-	-

\* Daytime Hours - Monday - Friday, sign-on 4:30 p.m.

Table D-4-4. Daytime Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 13. FAMILY LIVING AND SHOPPING.</u>							
CBC - English	15.1	100.0	-	-	-	-	100.0
Private - English	30.3	97.0	30.0	-	97.0	3.0	-
CBC - French	100.0	100.0	-	-	-	-	100.0
Private - French	52.2	100.0	-	-	100.0	-	-
All - English	26.9	97.4	2.6	-	84.8	2.6	12.6
All - French	56.8	100.0	-	-	83.1	-	16.9
All - CBC	17.2	100.0	-	-	-	-	100.0
All - Private	31.7	97.3	2.7	-	97.3	2.7	-
All - Canadian	28.5	97.7	2.3	-	84.6	2.3	13.1
Two U.S. Border Stations	9.2	-	100.0	-	100.0	-	-
<u>PROGRAMME CLASS 13a. FAMILY LIVING.</u>							
CBC - English	15.1	100.0	-	-	-	-	100.0
Private - English	28.8	100.0	-	-	100.0	-	-
CBC - French	100.0	100.0	-	-	-	-	100.0
Private - French	52.2	100.0	-	-	100.0	-	-
All - English	25.8	100.0	-	-	86.9	-	13.1
All - French	56.8	100.0	-	-	83.1	-	16.9
All - CBC	17.2	100.0	-	-	-	-	100.0
All - Private	30.3	100.0	-	-	100.0	-	-
All - Canadian	27.5	100.0	-	-	86.5	-	13.5
Two U.S. Border Stations	7.8	-	100.0	-	100.0	-	-
<u>PROGRAMME CLASS 13b. MERCHANDISING.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	1.5	36.4	63.6	-	36.4	63.6	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	1.1	36.4	63.6	-	36.5	-	63.5
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	1.4	36.4	63.6	-	36.4	63.6	-
All - Canadian	1.0	36.4	63.6	-	36.4	63.6	-
Two U.S. Border Stations	1.4	-	100.0	-	100.0	-	-
<u>PROGRAMME CLASS 14. MUSIC PROGRAMMES.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	3.6	10.2	89.8	-	-	89.8	10.2
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	2.7	10.2	89.8	-	-	89.8	10.2
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	3.3	10.2	89.8	-	-	89.8	10.2
All - Canadian	2.6	10.2	89.8	-	-	89.8	10.2
Two U.S. Border Stations	0.6	-	100.0	-	-	100.0	-

\* Daytime Hours - Monday - Friday, sign-on 4:30 p.m.



Table D-4-5. Daytime Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 14a. SERIOUS.</u>							
No Programme Time in Class 14a. during Daytime Hours.							
<u>PROGRAMME CLASS 14b. LIGHT.</u>							
CBC- English	-	-	-	-	-	-	-
Private - English	1.4	-	100.0	-	-	100.0	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	1.1	-	100.0	-	-	100.0	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	1.4	-	100.0	-	-	100.0	-
All- Canadian	1.0	-	100.0	-	-	100.0	-
Two U. S. Border Stations	0.6	-	100.0	-	-	100.0	-
<u>PROGRAMME CLASS 14c. POPULAR AND DANCE.</u>							
CBC- English	-	-	-	-	-	-	-
Private - English	1.8	-	100.0	-	-	100.0	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	1.3	-	100.0	-	-	100.0	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	1.6	-	100.0	-	-	100.0	-
All - Canadian	1.3	-	100.0	-	-	100.0	-
Two U. S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 14d. FOLK, WESTERN, OLD-TIME, ETC.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.4	100.0	-	-	-	-	100.0
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.3	100.0	-	-	-	-	100.0
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.3	100.0	-	-	-	-	100.0
All - Canadian	0.3	100.0	-	-	-	-	100.0
Two U. S. Border Stations	-	-	-	-	-	-	-

\* Daytime Hours-Monday-Friday, sign-on to 4:30 p.m.

Table D-4-6. Daytime Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 15. DRAMA PROGRAMMES.</u>							
CBC - English	51.6	-	100.0	-	-	100.0	-
Private - English	47.1	-	97.7	2.3	-	100.0	-
CBC - French	-	-	-	-	-	-	-
Private - French	47.8	-	28.1	71.9	-	100.0	-
All - English	48.1	-	98.3	1.7	-	100.0	-
All - French	43.2	-	28.1	71.9	-	100.0	-
All - CBC	50.3	-	100.0	-	-	100.0	-
All - Private	47.1	-	93.2	6.8	-	100.0	-
All - Canadian	47.8	-	94.8	5.2	-	100.0	-
Two U.S. Border Stations	42.4	-	85.6	14.4	-	62.0	38.0
<u>PROGRAMME CLASS 15A. SERIOUS.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	-	-	-	-	-	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	-	-	-	-	-	-	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	-	-	-	-	-	-	-
All - Canadian	-	-	-	-	-	-	-
Two U.S. Border Stations	3.3	-	50.0	50.0	-	-	100.0
<u>PROGRAMME CLASS 15B. DOMESTIC.</u>							
CBC - English	2.6	-	100.0	-	-	100.0	-
Private - English	13.1	-	100.0	-	-	100.0	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.8	-	100.0	-	-	100.0	-
All - French	-	-	-	-	-	-	-
All - CBC	2.6	-	100.0	-	-	100.0	-
All - Private	12.3	-	100.0	-	-	100.0	-
All - Canadian	10.2	-	100.0	-	-	100.0	-
Two U.S. Border Stations	8.3	-	100.0	-	-	-	100.0
<u>PROGRAMME CLASS 15C. COMEDY.</u>							
CBC - English	15.0	-	100.0	-	-	100.0	-
Private - English	7.1	-	100.0	-	-	100.0	-
CBC - French	-	-	-	-	-	-	-
Private - French	17.5	-	-	100.0	-	100.0	-
All - English	0.8	-	100.0	-	-	100.0	-
All - French	15.8	-	-	100.0	-	100.0	-
All - CBC	14.7	-	100.0	-	-	100.0	-
All - Private	7.7	-	85.5	14.5	-	100.0	-
All - Canadian	9.2	-	90.5	9.5	-	100.0	-
Two U.S. Border Stations	16.3	-	83.0	17.0	-	83.0	17.0

\* Monday - Friday, sign-on to 4:30 p.m.

Table D-4-7. Daytime Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 15D. CRIME, WESTERN, ACTION, ETC.</u>							
CBC - English	19.9	-	100.0	-	-	100.0	-
Private - English	26.9	-	96.1	3.9	-	100.0	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	25.4	-	96.7	3.3	-	100.0	-
All - French	-	-	-	-	-	-	-
All - CBC	19.4	-	100.0	-	-	100.0	-
All - Private	25.2	-	96.1	3.9	-	100.0	-
All - Canadian	23.9	-	96.7	3.3	-	100.0	-
Two U.S. Border Stations	7.7	-	78.3	21.7	-	78.3	21.7
<u>PROGRAMME CLASS 15E. ROMANTIC.</u>							
CBC - English	6.5	-	100.0	-	-	100.0	-
Private - English	-	-	-	-	-	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	16.8	-	-	100.0	-	100.0	-
All - English	1.4	-	100.0	-	-	100.0	-
All - French	15.2	-	-	100.0	-	100.0	-
All - CBC	6.3	-	100.0	-	-	100.0	-
All - Private	1.1	-	-	100.0	-	100.0	-
All - Canadian	2.2	-	61.7	38.3	-	100.0	-
Two U.S. Border Stations	2.4	-	100.0	-	-	100.0	-
<u>PROGRAMME CLASS 15F. MUSICAL COMEDY.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	-	-	-	-	-	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	-	-	-	-	-	-	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	-	-	-	-	-	-	-
All - Canadian	-	-	-	-	-	-	-
Two U.S. Border Stations	1.6	-	100.0	-	-	100.0	-
<u>PROGRAMME CLASS 15G. OTHER.</u>							
CBC - English	7.6	-	100.0	-	-	100.0	-
Private - English	-	-	-	-	-	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	13.5	-	100.0	-	-	100.0	-
All - English	1.7	-	100.0	-	-	100.0	-
All - French	12.2	-	100.0	-	-	100.0	-
All - CBC	7.3	-	100.0	-	-	100.0	-
All - Private	0.8	-	100.0	-	-	100.0	-
All - Canadian	2.3	-	100.0	-	-	100.0	-
Two U.S. Border Stations	2.8	-	100.0	-	-	100.0	-

\* Monday - Friday, sign-on to 4:30 p.m.

Table D-4-8. Daytime Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 16. VARIETY.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	-	-	-	-	-	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	-	-	-	-	-	-	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	-	-	-	-	-	-	-
All - Canadian	-	-	-	-	-	-	-
Two U.S. Border Stations	13.9	-	100.0	-	-	-	100.0
<u>PROGRAMME CLASS 17. PERSONALITIES.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	-	-	-	-	-	-	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	-	-	-	-	-	-	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	-	-	-	-	-	-	-
All - Canadian	-	-	-	-	-	-	-
Two U.S. Border Stations	4.4	-	100.0	-	37.5	-	62.5
<u>PROGRAMME CLASS 18. QUIZ, GAMES AND CONTESTS.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	2.1	100.0	-	-	88.1	11.9	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	1.7	100.0	-	-	88.1	11.9	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	2.0	100.0	-	-	88.1	11.9	-
All - Canadian	1.6	100.0	-	-	88.1	11.9	-
Two U.S. Border Stations	5.0	-	100.0	-	-	-	100.0
<u>PROGRAMME CLASS 19. SPORTS PROGRAMMES.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.7	100.0	-	-	-	-	100.0
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.6	100.0	-	-	-	-	100.0
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.7	-	-	-	-	-	100.0
All - Canadian	0.5	100.0	-	-	-	-	100.0
Two U.S. Border Stations	-	-	-	-	-	-	-

\* Monday - Friday, sign-on to 4:30 p.m.



Table D-4-9. Daytime Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network

PROGRAMME CLASS 19A. SPORTS NEWS AND INTERVIEWS.

No Programme Time in Class 19A During Daytime Hours.

PROGRAMME CLASS 19B. SPORTS EVENTS.

CBC - English	-	-	-	-	-	-	-
Private - English	0.7	100.0	-	-	-	-	100.0
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.6	100.0	-	-	-	-	100.0
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.7	100.0	-	-	-	-	100.0
All - Canadian	0.5	100.0	-	-	-	-	100.0
Two U.S. Border Stations	-	-	-	-	-	-	-

PROGRAMME CLASS 20. CHILDREN'S PROGRAMMES.

CBC - English	6.3	-	100.0	-	-	100.0	-
Private - English	5.4	56.2	43.8	-	33.9	37.0	29.1
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	5.6	42.0	58.0	-	25.3	53.0	21.7
All - French	-	-	-	-	-	-	-
All - CBC	6.1	-	100.0	-	-	100.0	-
All - Private	5.0	56.2	43.8	-	33.9	37.0	29.1
All - Canadian	5.3	42.0	58.0	-	25.3	53.0	21.7
Two U.S. Border Stations	18.9	-	100.0	-	29.4	43.6	27.0

PROGRAMME CLASS 20A. YOUTH EDUCATIONAL PROGRAMMES.

CBC - English	-	-	-	-	-	-	-
Private - English	0.7	50.0	50.0	-	-	-	100.0
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.6	50.0	50.0	-	-	-	100.0
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.7	50.0	50.0	-	-	-	100.0
All - Canadian	0.5	50.0	50.0	-	-	-	100.0
Two U.S. Border Stations	-	-	-	-	-	-	-

\* Monday - Friday, sign-on to 4:30 p.m.

Table D-4-10. Daytime Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 20B-F. CHILDREN'S DRAMA.</u>							
CBC - English	6.3	-	100.0	-	-	100.0	-
Private - English	2.6	23.0	77.0	-	-	77.0	23.0
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	3.4	13.5	86.5	-	-	86.5	13.5
All - French	-	-	-	-	-	-	-
All - CBC	6.1	-	100.0	-	-	100.0	-
All - Private	2.4	23.0	77.0	-	-	77.0	23.0
All - Canadian	3.2	13.5	86.5	-	-	86.5	13.5
Two U.S. Border Stations	8.2	-	100.0	-	-	100.0	-
<u>PROGRAMME CLASS 20B. CRIME, WESTERN, ACTION, ETC.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	1.8	-	100.0	-	-	100.0	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	1.4	-	100.0	-	-	100.0	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	1.7	-	100.0	-	-	100.0	-
All - Canadian	1.3	-	100.0	-	-	100.0	-
Two U.S. Border Stations	0.5	-	100.0	-	-	100.0	-
<u>PROGRAMME CLASS 20C. COMEDY.</u>							
CBC - English	6.3	-	100.0	-	-	100.0	-
Private - English	0.4	51.7	48.3	-	-	48.3	51.7
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	1.7	8.4	91.6	-	-	91.6	8.4
All - French	-	-	-	-	-	-	-
All - CBC	6.1	-	100.0	-	-	100.0	-
All - Private	0.3	51.7	48.3	-	-	48.3	51.7
All - Canadian	1.6	8.4	91.6	-	-	91.6	8.4
Two U.S. Border Stations	7.7	-	100.0	-	-	100.0	-
<u>PROGRAMME CLASS 20D. FAIRY TALES.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.2	100.0	-	-	-	-	100.0
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.2	100.0	-	-	-	-	100.0
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.2	100.0	-	-	-	-	100.0
All - Canadian	0.2	100.0	-	-	-	-	100.0
Two U.S. Border Stations	-	-	-	-	-	-	-

\* Monday - Friday, sign-on to 4:30 p.m.

Table D-4-11. Daytime Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network

PROGRAMME CLASS 20E. SERIOUS.

No Programme Time in Class 20E During Daytime Hours.

PROGRAMME CLASS 20F. OTHER.

CBC - English	-	-	-	-	-	-	-
Private - English	0.2	100.0	-	-	-	-	100.0
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.1	100.0	-	-	-	-	100.0
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.2	100.0	-	-	-	-	100.0
All - Canadian	0.1	100.0	-	-	-	-	100.0
Two U.S. Border Stations	-	-	-	-	-	-	-

PROGRAMME CLASS 20G. CHILDREN'S VARIETY.

CBC - English	-	-	-	-	-	-	-
Private - English	2.0	100.0	-	-	90.9	-	9.1
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	1.5	100.0	-	-	90.9	-	9.1
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	1.8	100.0	-	-	90.9	-	9.1
All - Canadian	1.5	100.0	-	-	90.9	-	9.1
Two U.S. Border Stations	5.6	-	100.0	-	100.0	-	-

PROGRAMME CLASS 20H. QUIZ, GAMES AND CONTESTS.

No Programme Time in Class 20H During Daytime Hours.

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\* Monday - Friday, sign-on to 4:30 p.m.

Table D-4-12. Daytime Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by Country  
of Source and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 20I. OTHER CHILDREN'S PROGRAMMES.</u>							
CBC - English	-	-	-	-	-	-	-
Private - English	0.1	100.0	-	-	-	-	100.0
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	#	100.0	-	-	-	-	100.0
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	0.1	100.0	-	-	-	-	100.0
All - Canadian	#	100.0	-	-	-	-	100.0
Two U.S. Border Stations	5.1	-	100.0	-	-	-	100.0

# Less than .05 percent.

PROGRAMME CLASS 2I. PROGRAMME PROMOTION.

CBC - English	-	-	-	-	-	-	-
Private - English	1.0	100.0	-	-	50.5	49.5	-
CBC - French	-	-	-	-	-	-	-
Private - French	-	-	-	-	-	-	-
All - English	0.9	100.0	-	-	51.0	49.0	-
All - French	-	-	-	-	-	-	-
All - CBC	-	-	-	-	-	-	-
All - Private	1.3	100.0	-	-	50.5	49.5	-
All - Canadian	0.9	100.0	-	-	51.0	49.0	-
Two U.S. Border Stations	-	-	-	-	-	-	-

\* Monday - Friday, sign-on to 4:30 p.m.



Table E-1  
 Television Programme Time: Proportions in Entertainment-Type and  
 Information-Orientation-Type Programmes. Adult Hours\*  
 by Class of Station, January 15-21, 1956

	Percent of Programme Time Which Was		
	Informational and Orientational	Entertainment	Total
Week as a Whole			
CBC - English	17.2	82.8	100.0
CBC - French	18.0	82.0	100.0
Private - English	18.6	81.4	100.0
Private - French	22.1	77.9	100.0
All - CBC	17.4	82.6	100.0
All - Private	19.0	81.0	100.0
All - English	18.3	81.7	100.0
All - French	20.5	79.5	100.0
Total	18.6	81.4	100.0
U. S. Border	8.8	91.2	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table E-2  
 Television Programme Time: Proportions of Adult Hours\*  
 Entertainment-Type and Information-Orientation-Type Programmes,  
 Respectively, by Nationality of Source and Class of Station,  
 January 15-21, 1956

	Percent of Time in		
	Entertainment- Type Programmes	Information- Orientation- Type Programmes	All Programmes
Originated in Canada for:			
CBC - English	38.9 #	67.2	43.8
CBC - French	69.3	100.0	74.8
Private - English	36.0	72.9	42.9
Private - French	63.7	100.0	71.7
All CBC Stations	44.7	73.8	49.8
All Private Stations	38.6	76.0	45.7
All English Stations	36.6	71.7	43.1
All French Stations	66.0	100.0	72.9
All Canadian Stations	40.1	75.5	46.7
U. S. Border Stations	-	-	-
Originated in U. S. for:			
CBC - English	55.4	32.8	51.5
CBC - French	3.4	-	2.8
Private - English	61.4	25.4	54.7
Private - French	16.7	-	13.0
All CBC Stations	45.5	26.2	42.1
All Private Stations	57.2	22.5	50.7
All English Stations	60.1	27.0	54.0
All French Stations	11.3	-	9.0
All Canadian Stations	54.3	23.4	48.5
U. S. Border Stations	97.2	100.0	97.4
Originated in "Other" for:			
CBC - English	5.7	-	4.7
CBC - French	27.3	-	22.4
Private - English	2.6	1.7	2.4
Private - French	19.6	-	15.3
All CBC Stations	9.8	-	8.1
All Private Stations	4.2	1.5	3.6
All English Stations	3.3	1.3	2.9
All French Stations	22.7	-	18.1
All Canadian Stations	5.6	1.1	4.8
U. S. Border Stations	2.8	-	2.6

\* Monday - Sunday, 9:00 p.m. to sign-off.

# This table may be read as follows: "Of all Entertainment-Type programmes broadcast by the CBC English-language stations, 38.9 percent originated in Canada, whereas 67.2 percent of their Information-Orientation-Type programmes originated in Canada, etc."

Table E-3  
 Television Programme Time: Proportions of Adult Hours\*  
 Entertainment-Type and Information-Orientation-Type Programmes,  
 Respectively, by Origin Within Canada and Class of Station,  
 January 15-21, 1956

Originated as:	Percent of Time in		
	Entertainment- Type Programmes	Information- Orientation- Type Programmes	All Programmes
<b>Local Live</b>			
CBC - English	5.6	11.5#	6.7
CBC - French	-	-	-
Private - English	2.7	21.0	6.2
Private - French	2.5	20.4	6.5
All CBC Stations	4.6	9.2	5.4
All Private Stations	2.7	21.0	6.1
All English Stations	3.4	20.0	6.4
All French Stations	1.5	13.3	3.9
All Canadian Stations	3.1	18.2	5.9
U. S. Border Stations	3.9	88.2	11.3
<b>Local Recorded</b>			
CBC - English	34.2	3.7	28.9
CBC - French	-	-	-
Private - English	37.4	8.6	32.0
Private - French	25.2	2.0	20.1
All CBC Stations	27.6	2.9	23.3
All Private Stations	36.3	7.6	30.9
All English Stations	36.7	7.5	31.3
All French Stations	14.9	1.3	12.1
All Canadian Stations	34.1	6.7	29.0
U. S. Border Stations	49.1	-	44.8
<b>Network</b>			
CBC - English	60.2	84.8	64.4
CBC - French	100.0	100.0	100.0
Private - English	59.9	70.4	61.8
Private - French	72.3	77.6	73.4
All CBC Stations	67.8	87.9	71.3
All Private Stations	61.0	71.2	63.0
All English Stations	59.9	73.5	62.4
All French Stations	83.6	85.4	84.0
All Canadian Stations	62.8	75.1	65.1
U. S. Border Stations	47.0	11.8	43.9

\* Monday - Sunday, 9:00 p.m. to sign-off.

# This table may be read as follows: "Of all Information-Orientation-Type programmes broadcast by the CBC English-language stations, 11.5 percent were broadcast as Local Live, while for Private-English stations, 21.0 percent were Local Live".

Table E-4-1. Adult Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by  
Country of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 1. NEWS AND WEATHER.</u>							
CBC-English	5.3	100.0	-	-	37.1	-	62.9
PRIVATE-English	7.1	100.0	-	-	42.9	2.4	54.7
CBC-French	6.6	100.0	-	-	-	-	100.0
PRIVATE-French	11.5	100.0	-	-	39.5	-	60.5
ALL-English	6.7	100.0	-	-	41.9	1.9	56.2
ALL-French	9.5	100.0	-	-	28.6	-	71.4
ALL-CBC	5.6	100.0	-	-	28.6	-	71.4
ALL-Private	7.5	100.0	-	-	42.4	2.0	55.6
ALL CANADIAN	7.1	100.0	-	-	39.7	1.6	58.7
Two U. S. Border Stations	7.7	-	100.0	-	100.0	-	-
<u>PROGRAMME CLASS 2. NATURE AND SCIENCE.</u>							
CBC-English	2.4	-	100.0	-	-	14.3	85.7
PRIVATE-English	1.8	2.5	97.5	-	-	12.5	87.5
CBC-French	-	-	-	-	-	-	-
PRIVATE-French	-	-	-	-	-	-	-
ALL-English	2.0	1.8	98.2	-	-	13.0	87.0
ALL-French	-	-	-	-	-	-	-
ALL-CBC	1.9	-	100.0	-	-	14.3	85.7
ALL-Private	1.7	2.5	97.5	-	-	12.5	87.5
ALL CANADIAN	1.7	1.8	98.2	-	-	13.0	87.0
Two U. S. Border Stations	1.0	-	100.0	-	-	-	100.0
<u>PROGRAMME CLASS 3. FOREIGN LANDS AND PEOPLES.</u>							
CBC-English	2.3	-	100.0	-	-	12.6	87.4
PRIVATE-English	1.6	-	100.0	-	-	12.3	87.7
CBC-French	-	-	-	-	-	-	-
PRIVATE-French	0.5	100.0	-	-	-	82.4	17.6
ALL-English	1.8	-	100.0	-	-	12.4	87.6
ALL-French	0.3	100.0	-	-	-	82.4	17.6
ALL-CBC	1.9	-	100.0	-	-	12.6	87.4
ALL-Private	1.5	3.4	96.6	-	-	14.7	85.3
ALL CANADIAN	1.6	2.4	97.6	-	-	14.1	85.9
Two U. S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 4. POLITICAL AND OTHER PUBLIC AFFAIRS.</u>							
CBC-English	4.9	94.3	5.7	-	-	-	100.0
PRIVATE-English	3.9	100.0	-	-	4.7	-	95.3
CBC-French	5.7	100.0	-	-	-	-	100.0
PRIVATE-French	1.7	100.0	-	-	-	-	100.0
ALL-English	4.1	98.4	1.6	-	3.4	-	96.6
ALL-French	3.3	100.0	-	-	-	-	100.0
ALL-CBC	5.1	93.7	6.3	-	-	-	100.0
ALL-Private	3.6	100.0	-	-	4.5	-	95.5
ALL CANADIAN	4.1	98.6	1.4	-	3.1	-	96.9
Two U. S. Border Stations	-	-	-	-	-	-	-

\* Monday - Sunday, 9:00 p.m. to sign-off.



Table E-4-2. Adult Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by  
Country of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 5. SOCIAL AND HUMAN RELATIONS.</u>							
CBC-English	-	-	-	-	-	-	-
PRIVATE-English	0.4	96.0	4.0	-	-	4.0	96.0
CBC-French	2.8	100.0	-	-	-	-	100.0
PRIVATE-French	3.7	100.0	-	-	-	-	100.0
ALL-English	0.3	96.0	4.0	-	-	4.0	96.0
ALL-French	3.4	100.0	-	-	-	-	100.0
ALL-CBC	0.5	100.0	-	-	-	-	100.0
ALL-Private	0.7	98.0	2.0	-	-	2.0	98.0
ALL CANADIAN	0.7	98.4	1.6	-	-	1.6	98.4
Two U. S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 6. MISCELLANEOUS INFORMATION.</u>							
CBC-English	-	-	-	-	-	-	-
PRIVATE-English	0.3	-	-	100.0	-	100.0	-
CBC-French	-	-	-	-	-	-	-
PRIVATE-French	-	-	-	-	-	-	-
ALL-English	0.2	-	-	100.0	-	100.0	-
ALL-French	-	-	-	-	-	-	-
ALL-CBC	-	-	-	-	-	-	-
ALL-Private	0.3	-	-	100.0	-	100.0	-
ALL CANADIAN	0.2	-	-	100.0	-	100.0	-
Two U. S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 7. CANADIAN ACTIVITIES AND HERITAGE.</u>							
CBC-English	1.6	100.0	-	-	-	-	100.0
PRIVATE-English	1.4	100.0	-	-	7.8	7.0	85.2
CBC-French	-	-	-	-	-	-	-
PRIVATE-French	3.8	100.0	-	-	-	-	100.0
ALL-English	1.4	100.0	-	-	5.8	5.2	89.0
ALL-French	2.3	100.0	-	-	-	-	100.0
ALL-CBC	1.3	100.0	-	-	-	-	100.0
ALL-Private	1.6	100.0	-	-	6.0	5.4	88.6
ALL CANADIAN	1.5	100.0	-	-	4.8	4.3	90.9
Two U. S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 8. "FEEDBACK" PROGRAMMES.</u>							
No programme time in Class 8 during Adult Hours.							
<u>PROGRAMME CLASS 9. RELIGION.</u>							
CBC-English	0.6	-	100.0	-	-	-	100.0
PRIVATE-English	0.8	12.1	87.9	-	12.1	-	87.9
CBC-French	-	-	-	-	-	-	-
PRIVATE-French	-	-	-	-	-	-	-
ALL-English	0.8	9.9	90.1	-	9.9	-	90.1
ALL-French	-	-	-	-	-	-	-
ALL-CBC	0.5	-	100.0	-	-	-	100.0
ALL-Private	0.7	12.1	87.9	-	12.1	-	87.9
ALL CANADIAN	0.7	9.9	90.1	-	9.9	-	90.1
Two U. S. Border Stations	-	-	-	-	-	-	-

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table E-4-3. Adult Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by  
Country of Source, and Percent of Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 10. FINE ARTS, LITERATURE, ETC.</u>							
CBC-English	-	-	-	-	-	-	-
PRIVATE-English	-	-	-	100.0	-	-	-
CBC-French	1.4	-	-	-	-	-	-
PRIVATE-French	-	-	-	-	-	-	-
ALL-English	-	-	-	-	-	-	-
ALL-French	0.6	-	-	100.0	-	-	-
ALL-CBC	0.3	-	-	100.0	-	-	100.0
ALL-Private	-	-	-	-	-	-	-
ALL CANADIAN	0.1	-	-	100.0	-	-	100.0
Two U. S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 11. DANCE.</u>							
CBC-English	2.1	100.0	-	-	-	-	100.0
PRIVATE-English	0.2	100.0	-	-	-	-	100.0
CBC-French	-	-	-	-	-	-	-
PRIVATE-French	-	-	-	-	-	-	-
ALL-English	0.6	100.0	-	-	-	-	100.0
ALL-French	-	-	-	-	-	-	-
ALL-CBC	1.7	100.0	-	-	-	-	100.0
ALL-Private	0.2	100.0	-	-	-	-	100.0
ALL CANADIAN	0.5	100.0	-	-	-	-	100.0
Two U. S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 12. AGRICULTURE, FISHERIES, ETC.</u>							
CBC-English	-	-	-	-	-	-	-
PRIVATE-English	0.1	100.0	-	-	100.0	-	-
CBC-French	-	-	-	-	-	-	-
PRIVATE-French	-	-	-	-	-	-	-
ALL-English	0.1	100.0	-	-	100.0	-	-
ALL-French	-	-	-	-	-	-	-
ALL-CBC	-	-	-	-	-	-	-
ALL-Private	0.1	100.0	-	-	100.0	-	-
ALL CANADIAN	0.1	100.0	-	-	100.0	-	-
Two U. S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 13. FAMILY LIVING AND SHOPPING.</u>							
CBC-English	-	-	-	-	-	-	-
PRIVATE-English	1.0	46.6	53.4	-	25.4	53.4	21.2
CBC-French	2.8	100.0	-	-	-	-	100.0
PRIVATE-French	1.0	100.0	-	-	-	-	-
ALL-English	0.8	46.6	53.4	-	25.4	53.4	21.2
ALL-French	1.7	100.0	-	-	-	-	100.0
ALL-CBC	0.5	100.0	-	-	-	-	100.0
ALL-Private	1.0	51.9	48.1	-	22.8	48.2	29.0
ALL CANADIAN	0.9	59.4	40.6	-	19.3	40.6	40.1
Two U. S. Border Stations	-	-	-	-	-	-	-

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table E-4-4. Adult Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by  
Country of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 13A. FAMILY LIVING.</u>							
CBC-English	-	-	-	-	-	-	-
PRIVATE-English	0.3	100.0	-	-	19.5	-	80.5
CBC-French	2.8	100.0	-	-	-	-	100.0
PRIVATE-French	1.0	100.0	-	-	-	-	100.0
ALL-English	0.2	100.0	-	-	19.5	-	80.5
ALL-French	1.7	100.0	-	-	-	-	100.0
ALL-CBC	0.5	100.0	-	-	-	-	100.0
ALL-Private	0.3	100.0	-	-	13.8	-	86.2
ALL CANADIAN	0.4	100.0	-	-	8.9	-	91.1
Two U. S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 13B. MERCHANDISING.</u>							
CBC-English	-	-	-	-	-	-	-
PRIVATE-English	0.7	27.4	72.6	-	27.4	-	72.6
CBC-French	-	-	-	-	-	-	-
PRIVATE-French	-	-	-	-	-	-	-
ALL-English	0.6	27.4	72.6	-	27.4	72.6	-
ALL-French	-	-	-	-	-	-	-
ALL-CBC	-	-	-	-	-	-	-
ALL-Private	0.7	27.4	72.6	-	27.4	72.6	-
ALL CANADIAN	0.5	27.4	72.6	-	27.4	72.6	-
Two U. S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 14. MUSIC PROGRAMMES.</u>							
CBC-English	9.6	87.9	12.1	-	-	3.5	96.5
PRIVATE-English	11.3	92.1	7.9	-	10.7	2.6	86.7
CBC-French	8.5	100.0	-	-	-	-	100.0
PRIVATE-French	11.0	100.0	-	-	17.8	14.7	67.5
ALL-English	10.9	91.2	8.8	-	8.5	2.8	88.7
ALL-French	10.0	100.0	-	-	11.8	9.7	78.5
ALL-CBC	9.4	90.1	9.9	-	-	2.9	97.1
ALL-Private	11.2	92.8	7.2	-	11.4	3.8	84.8
ALL CANADIAN	10.8	92.2	7.8	-	8.9	3.6	87.5
Two U. S. Border Stations	3.1	-	100.0	-	33.3	-	66.7
<u>PROGRAMME CLASS 14A. SERIOUS.</u>							
CBC-English	1.5	45.5	54.5	-	-	-	100.0
PRIVATE-English	1.8	100.0	-	-	-	-	100.0
CBC-French	5.7	100.0	-	-	-	-	100.0
PRIVATE-French	3.7	100.0	-	-	-	-	100.0
ALL-English	1.7	89.2	10.8	-	-	-	100.0
ALL-French	4.5	100.0	-	-	-	-	100.0
ALL-CBC	2.3	71.4	28.6	-	-	-	100.0
ALL-Private	2.0	100.0	-	-	-	-	100.0
ALL CANADIAN	2.1	92.1	7.9	-	-	-	100.0
Two U. S. Border Stations	-	-	-	-	-	-	-

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table E-4-5. Adult Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by  
Country of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 14B. LIGHT.</u>							
CBC-English	1.7	100.0	-	-	-	-	100.0
PRIVATE-English	1.1	73.2	26.8	-	9.2	26.8	64.0
CBC-French	2.8	100.0	-	-	-	-	100.0
PRIVATE-French	4.7	100.0	-	-	41.4	-	58.6
ALL-English	1.3	81.7	18.3	-	6.2	18.3	75.5
ALL-French	4.0	100.0	-	-	29.7	-	70.3
ALL-CBC	2.0	100.0	-	-	-	-	100.0
ALL-Private	1.4	81.7	18.3	-	19.4	18.3	62.3
ALL CANADIAN	1.6	87.3	12.7	-	13.4	12.7	73.9
Two U. S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 14C. POPULAR AND DANCE.</u>							
CBC-English	5.7	94.0	6.0	-	-	6.0	94.0
PRIVATE-English	7.5	92.0	8.0	-	-	8.0	92.0
CBC-French	-	-	-	-	-	-	-
PRIVATE-French	1.6	100.0	-	-	-	100.0	-
ALL-English	7.0	92.3	7.7	-	-	7.7	92.3
ALL-French	1.0	100.0	-	-	-	100.0	-
ALL-CBC	4.6	94.0	6.0	-	-	6.0	94.0
ALL-Private	6.9	92.1	7.9	-	-	10.1	89.9
ALL CANADIAN	6.3	92.5	7.5	-	-	9.4	90.6
Two U. S. Border Stations	3.1	-	100.0	-	33.3	-	66.7
<u>PROGRAMME CLASS 14D. FOLK, WESTERN, OLD, ETC.</u>							
CBC-English	0.7	100.0	-	-	-	-	100.0
PRIVATE-English	0.9	100.0	-	-	55.6	-	44.4
CBC-French	-	-	-	-	-	-	-
PRIVATE-French	1.0	100.0	-	-	-	-	100.0
ALL-English	0.9	100.0	-	-	45.5	-	54.5
ALL-French	0.5	100.0	-	-	-	-	100.0
ALL-CBC	0.5	100.0	-	-	-	-	100.0
ALL-Private	0.9	100.0	-	-	50.0	-	50.0
ALL CANADIAN	0.8	100.0	-	-	41.7	-	58.3
Two U. S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 15. DRAMA PROGRAMMES.</u>							
CBC-English	47.3	8.7	81.4	9.9	-	53.1	46.9
PRIVATE-English	48.2	8.2	87.4	4.4	-	53.7	46.3
CBC-French	36.6	35.0	7.7	57.3	-	-	100.0
PRIVATE-French	37.8	37.3	22.3	40.4	-	42.9	57.1
ALL-English	48.0	8.3	86.1	5.6	-	53.6	46.4
ALL-French	37.3	36.4	16.7	46.9	-	26.3	73.7
ALL-CBC	45.2	12.8	69.9	17.3	-	44.8	55.2
ALL-Private	47.2	10.5	82.3	7.2	-	52.9	47.1
ALL CANADIAN	46.7	11.0	79.3	9.7	-	50.9	49.1
Two U. S. Border Stations	69.5	-	96.3	3.7	-	64.4	35.6

\* Monday - Sunday, 9:00 p.m. to sign-off.



Table E-4-6. Adult Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by  
Country of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 15A. SERIOUS.</u>							
CBC-English	5.4	62.9	37.1	-	-	24.5	75.5
PRIVATE-English	5.3	55.4	40.1	4.5	-	6.4	93.6
CBC-French	7.1	100.0	-	-	-	-	100.0
PRIVATE-French	5.6	100.0	-	-	-	-	100.0
ALL-English	5.3	57.2	39.4	3.4	-	10.6	89.4
ALL-French	6.2	100.0	-	-	-	-	100.0
ALL-CBC	5.7	71.8	28.2	-	-	18.7	81.3
ALL-Private	5.3	60.0	36.0	4.0	-	5.7	94.3
ALL CANADIAN	5.4	63.1	33.9	3.0	-	9.1	90.9
Two U. S. Border Stations	5.7	-	100.0	-	-	45.5	54.5
<u>PROGRAMME CLASS 15B. DOMESTIC.</u>							
CBC-English	3.7	-	100.0	-	-	9.1	90.9
PRIVATE-English	3.5	-	100.0	-	-	17.5	52.5
CBC-French	2.8	100.0	-	-	-	-	100.0
PRIVATE-French	2.9	100.0	-	-	-	-	100.0
ALL-English	3.6	-	100.0	-	-	15.4	84.6
ALL-French	2.9	100.0	-	-	-	-	100.0
ALL-CBC	3.6	15.4	84.6	-	-	7.7	92.3
ALL-Private	3.4	8.3	91.7	-	-	16.0	84.0
ALL CANADIAN	3.5	10.0	89.9	-	-	13.9	86.1
Two U. S. Border Stations	3.1	-	100.0	-	-	33.3	66.7
<u>PROGRAMME CLASS 15C. COMEDY.</u>							
CBC-English	6.1	11.2	73.9	14.9	-	83.2	16.8
PRIVATE-English	4.7	9.2	76.5	4.3	-	73.4	26.6
CBC-French	9.6	-	-	100.0	-	-	100.0
PRIVATE-French	3.0	-	-	100.0	-	100.0	-
ALL-English	5.0	17.0	75.8	7.2	-	76.1	23.9
ALL-French	5.6	-	-	100.0	-	32.2	67.8
ALL-CBC	6.8	8.1	53.7	38.2	-	60.4	39.6
ALL-Private	4.6	18.0	71.6	10.4	-	75.1	24.9
ALL CANADIAN	5.1	14.7	65.8	19.5	-	70.3	29.7
Two U. S. Border Stations	11.7	-	100.0	-	-	29.4	70.6
<u>PROGRAMME CLASS 15D. CRIME, WESTERN, ACTION, ETC.</u>							
CBC-English	25.9	-	88.9	11.1	-	56.5	43.5
PRIVATE-English	26.6	0.4	95.5	4.1	-	62.8	37.2
CBC-French	5.7	50.0	50.0	-	-	-	100.0
PRIVATE-French	12.2	23.2	68.9	7.9	-	38.7	61.3
ALL-English	26.4	0.3	94.0	5.7	-	61.4	38.6
ALL-French	9.6	29.4	64.5	6.1	-	29.6	70.4
ALL-CBC	22.0	2.5	87.0	10.5	-	53.7	46.3
ALL-Private	25.2	1.5	94.3	4.2	-	61.6	38.4
ALL CANADIAN	24.4	1.7	92.6	5.7	-	59.8	40.2
Two U. S. Border Stations	45.6	-	94.3	5.7	-	75.1	24.9

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table E-4-7. Adult Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by  
Country of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 15E. ROMANTIC.</u>							
CBC-English	3.4	-	72.7	27.3	-	70.0	30.0
PRIVATE-English	5.0	-	94.1	5.9	-	59.2	40.8
CBC-French	11.4	-	-	100.0	-	-	100.0
PRIVATE-French	11.3	24.7	-	75.3	-	50.5	49.5
ALL-English	4.6	-	90.5	9.5	-	61.1	38.9
ALL-French	11.3	14.9	-	85.1	-	30.5	69.5
ALL-CBC	4.9	-	40.4	59.6	-	38.9	61.1
ALL-Private	5.6	4.9	75.6	19.5	-	57.5	42.5
ALL CANADIAN	5.4	3.8	67.6	28.6	-	53.3	46.7
Two U. S. Border Stations	1.0	-	100.0	-	-	100.0	-
<u>PROGRAMME CLASS 15F. MUSICAL COMEDY.</u>							
CBC-English	-	-	-	-	-	-	-
PRIVATE-English	0.8	-	100.0	-	-	100.0	-
CBC-French	-	-	-	-	-	-	-
PRIVATE-French	-	-	-	-	-	-	-
ALL-English	0.6	-	100.0	-	-	100.0	-
ALL-French	-	-	-	-	-	-	-
ALL-CEC	-	-	-	-	-	-	-
ALL-Private	0.7	-	100.0	-	-	100.0	-
ALL CANADIAN	0.6	-	100.0	-	-	100.0	-
Two U. S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 15G. OTHER.</u>							
CBC-English	2.8	-	100.0	-	-	49.8	50.2
PRIVATE-English	2.3	-	87.0	13.0	-	43.9	56.1
CBC-French	-	-	-	-	-	-	-
PRIVATE-French	2.8	-	-	100.0	-	100.0	-
ALL-English	2.5	-	90.3	9.7	-	45.4	54.6
ALL-French	1.7	-	-	100.0	-	100.0	-
ALL-CBC	2.2	-	100.0	-	-	49.8	50.2
ALL-Private	2.4	-	77.0	23.0	-	50.4	49.6
ALL CANADIAN	2.3	-	82.4	17.6	-	50.2	49.8
Two U. S. Border Stations	2.4	-	100.0	-	-	100.0	-
<u>PROGRAMME CLASS 16. VARIETY.</u>							
CBC-English	8.2	70.8	29.2	-	8.3	12.5	79.2
PRIVATE-English	7.2	78.2	21.8	-	-	2.8	97.2
CBC-French	5.7	100.0	-	-	-	-	100.0
PRIVATE-French	8.4	77.9	22.1	-	-	-	100.0
ALL-English	7.4	76.3	23.7	-	2.1	5.2	92.7
ALL-French	7.3	84.7	15.3	-	-	-	100.0
ALL-CBC	7.7	74.9	25.1	-	7.1	10.7	82.2
ALL-Private	7.3	78.1	21.9	-	-	2.5	97.5
ALL CANADIAN	7.4	77.3	22.7	-	1.8	4.6	93.6
Two U. S. Border Stations	5.7	-	100.0	-	45.5	-	54.5

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table E-4-8. Adult Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by  
Country of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 17. PERSONALITIES.</u>							
CBC-English	-	-	-	-	-	-	-
PRIVATE-English	0.3	-	100.0	-	-	100.0	-
CBC-French	-	-	-	-	-	-	-
PRIVATE-French	7.7	100.0	-	-	-	-	100.0
ALL-English	0.2	-	100.0	-	-	100.0	-
ALL-French	4.6	100.0	-	-	-	-	100.0
ALL-CBC	-	-	-	-	-	-	-
ALL-Private	1.0	76.2	23.8	-	-	23.8	76.2
ALL CANADIAN	0.7	76.2	23.8	-	-	23.8	76.2
Two U. S. Border Stations	1.0	-	100.0	-	-	-	100.0
<u>PROGRAMME CLASS 18. QUIZ, GAMES AND CONTESTS.</u>							
CBC-English	0.3	-	100.0	-	-	-	100.0
PRIVATE-English	1.5	7.5	92.5	-	7.5	39.4	53.1
CBC-French	11.4	100.0	-	-	-	-	100.0
PRIVATE-French	-	-	-	-	-	-	-
ALL-English	1.3	7.1	92.9	-	7.1	36.9	56.0
ALL-French	4.5	100.0	-	-	-	-	100.0
ALL-CBC	2.5	88.9	11.1	-	-	-	100.0
ALL-Private	1.4	7.5	92.5	-	7.5	39.4	53.1
ALL CANADIAN	1.6	38.0	62.0	-	4.7	24.7	70.6
Two U. S. Border Stations	10.3	-	100.0	-	-	-	100.0
<u>PROGRAMME CLASS 19. SPORTS PROGRAMMES.</u>							
CBC-English	15.4	77.0	23.0	-	26.1	11.8	62.1
PRIVATE-English	11.6	77.1	22.9	-	7.6	19.3	73.1
CBC-French	18.5	100.0	-	-	-	-	100.0
PRIVATE-French	12.9	78.8	21.2	-	-	13.9	86.1
ALL-English	12.5	77.1	22.9	-	12.8	17.2	70.0
ALL-French	15.2	89.1	10.9	-	-	7.2	92.8
ALL-CBC	15.9	82.2	17.8	-	20.2	9.2	70.6
ALL-Private	11.8	77.3	22.7	-	6.8	18.8	74.4
ALL CANADIAN	12.8	78.8	21.2	-	10.9	15.8	73.3
Two U. S. Border Stations	1.7	-	100.0	-	-	-	100.0
<u>PROGRAMME CLASS 19A. SPORTS NEWS AND INTERVIEWS.</u>							
CBC-English	2.4	100.0	-	-	51.9	-	48.1
PRIVATE-English	1.3	96.2	3.8	-	45.5	3.8	50.7
CBC-French	6.3	100.0	-	-	-	-	100.0
PRIVATE-French	-	-	-	-	-	-	-
ALL-English	1.6	97.5	2.5	-	47.7	2.5	49.8
ALL-French	2.6	100.0	-	-	-	-	100.0
ALL-CBC	3.2	100.0	-	-	31.7	-	68.3
ALL-Private	1.2	96.2	3.8	-	45.5	3.8	50.7
ALL CANADIAN	1.7	98.0	2.0	-	39.1	2.0	58.9
Two U. S. Border Stations	-	-	-	-	-	-	-

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table E-4-9. Adult Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by  
Country of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 19B. SPORTS EVENTS.</u>							
CBC-English	13.0	72.7	27.3	-	21.3	14.0	64.4
PRIVATE-English	10.3	74.6	25.4	-	2.7	21.4	75.9
CBC-French	12.2	100.0	-	-	-	-	100.0
PRIVATE-French	12.9	78.8	21.2	-	-	13.9	86.1
ALL-English	10.9	74.1	25.9	-	7.7	19.4	72.9
ALL-French	12.6	86.9	13.1	-	-	8.6	91.4
ALL-CBC	12.7	77.8	22.2	-	17.4	11.4	71.2
ALL-Private	10.6	75.1	24.9	-	2.4	20.4	77.2
ALL CANADIAN	11.1	75.9	24.1	-	6.6	17.9	75.5
Two U. S. Border Stations	1.7	-	100.0	-	-	-	100.0
<u>PROGRAMME CLASS 20. CHILDREN'S PROGRAMMES.</u>							
CBC-English	-	-	-	-	-	-	-
PRIVATE-English	1.1	-	100.0	-	-	90.6	9.4
CBC-French	-	-	-	-	-	-	-
PRIVATE-French	-	-	-	-	-	-	-
ALL-English	0.8	-	100.0	-	-	90.6	9.4
ALL-French	-	-	-	-	-	-	-
ALL-CBC	-	-	-	-	-	-	-
ALL-Private	1.0	-	100.0	-	-	90.6	9.4
ALL CANADIAN	0.7	-	100.0	-	-	90.6	9.4
Two U. S. Border Stations	-	-	-	-	-	-	-
<u>PROGRAMME CLASS 20A. YOUTH EDUCATIONAL PROGRAMMES.</u>							
CBC-English	-	-	-	-	-	-	-
PRIVATE-English	0.1	-	100.0	-	-	100.0	-
CBC-French	-	-	-	-	-	-	-
PRIVATE-French	-	-	-	-	-	-	-
ALL-English	*	-	100.0	-	-	100.0	-
ALL-French	-	-	-	-	-	-	-
ALL-CBC	-	-	-	-	-	-	-
ALL-Private	0.1	-	100.0	-	-	100.0	-
ALL CANADIAN	*	-	100.0	-	-	100.0	-
Two U. S. Border Stations	-	-	-	-	-	-	-
* Less than .05 percent							
<u>PROGRAMME CLASS 20B-F. CHILDREN'S DRAMA.</u>							
CBC-English	-	-	-	-	-	-	-
PRIVATE-English	1.0	-	100.0	-	-	90.1	9.9
CBC-French	-	-	-	-	-	-	-
PRIVATE-French	-	-	-	-	-	-	-
ALL-English	0.8	-	100.0	-	-	90.1	9.9
ALL-French	-	-	-	-	-	-	-
ALL-CBC	-	-	-	-	-	-	-
ALL-Private	0.9	-	100.0	-	-	90.1	9.9
ALL CANADIAN	0.7	-	100.0	-	-	90.1	9.9
Two U. S. Border Stations	-	-	-	-	-	-	-

\* Monday - Sunday, 9:00 p.m. to sign-off.



Table E-4-10. Adult Hours\*, Television Programme Class  
Time as Percent of Total Programme Time, Percent by  
Country of Source, and Percent by Origin Within  
Canada by Class of Station

	Percent of Weekly Total	Percent Originating in			Percent Which was		
		Canada	United States	Other	Local Live	Recorded Local	Network
<u>PROGRAMME CLASS 20B. CRIME, WESTERN, ETC.</u>							
CBC-English	-	-	-	-	-	-	-
PRIVATE-English	1.0	-	100.0	-	-	90.1	9.9
CBC-French	-	-	-	-	-	-	-
PRIVATE-French	-	-	-	-	-	-	-
ALL-English	0.8	-	100.0	-	-	90.1	9.9
ALL-French	-	-	-	-	-	-	-
ALL-CBC	-	-	-	-	-	-	-
ALL-Private	0.9	-	100.0	-	-	90.1	9.9
ALL CANADIAN	0.7	-	100.0	-	-	90.1	9.9
Two U. S. Border Stations	-	-	-	-	-	-	-

PROGRAMME CLASS 20C. COMEDY.

No programme time in Class 20C during Adult Hours.

PROGRAMME CLASS 20D. FAIRY TALES.

No programme time in Class 20D during Adult Hours.

PROGRAMME CLASS 20E. SERIOUS.

No programme time in Class 20E during Adult Hours.

PROGRAMME CLASS 20F. OTHER.

No programme time in Class 20F during Adult Hours.

PROGRAMME CLASS 20G. CHILDREN'S VARIETY.

No programme time in Class 20G during Adult Hours.

PROGRAMME CLASS 20H. QUIZ, GAMES, AND CONTESTS.

No programme time in Class 20H during Adult Hours.

PROGRAMME CLASS 20I. OTHER CHILDREN'S PROGRAMMES.

No programme time in Class 20I during Adult Hours.

PROGRAMME CLASS 21. PROGRAMME PROMOTION.

No programme time in Class 21 during Adult Hours.

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\* Monday - Sunday, 9:00 p.m. to sign-off.

Table II-1. Television Programme Time: Total for the Week  
on the Individual Stations by Class of Station,  
January 15-21, 1956.

Station and City	Time on the Air	
	In Minutes	In Hours
CBC Stations (English)		
Interconnected:		
CBMT, Montreal	4,017	67.0
CBOT, Ottawa	3,811	63.5
CBLT, Toronto	4,428	73.8
Non-connected:		
CBHT, Halifax	3,816	63.6
CBUT, Vancouver	4,182	69.7
CBWT, Winnipeg	4,484	74.7
TOTAL CBC ENGLISH	24,738	412.3
CBC Stations (French)		
Interconnected:		
CBFT, Montreal	3,139	52.3
CBOT, Ottawa	3,135	52.3
TOTAL CBC FRENCH	6,274	104.6
Private Stations (English)		
Interconnected:		
CKVR-TV, Barrie	2,943	49.0
CHCH-TV, Hamilton	4,357	72.6
CKWS-TV, Kingston	4,647	77.4
CKCO-TV, Kitchener	4,235	70.6
CFPL-TV, London	5,143	85.7
CHEX-TV, Peterborough	3,571	59.5
CKLW-TV, Windsor	5,285	88.1
CKNX-TV, Wingham	3,625	60.4
Non-connected:		
CKX-TV, Brandon	2,727	45.4
CHCT-TV, Calgary	3,877	64.6
CFRN-TV, Edmonton	4,073	67.9
CJLH-TV, Lethbridge	3,267	54.4
CKCW-TV, Moncton	4,058	67.6
CKGN-TV, North Bay	2,486	41.4
CFPA-TV, Port Arthur	2,800	46.7
CKCK-TV, Regina	3,700	61.7
CHSJ-TV, Saint John	4,314	71.9
CFQC-TV, Saskatoon	4,058	67.6
CJIC-TV, Sault Ste. Marie	3,696	61.6
CJON-TV, St. Johns	3,402	56.7
CKSO-TV, Sudbury	4,254	70.9
CJCB-TV, Sydney	2,965	49.4
TOTAL PRIVATE ENGLISH	83,483	1,391.4
Private Stations (French)		
Interconnected:		
CFCM-TV, Quebec	3,910	65.2
Non-connected:		
CKRS-TV, Jonquiere	1,856	30.9
CJBR-TV, Rimouski	2,460	41.0
TOTAL PRIVATE FRENCH	8,226	137.1
TOTALS:		
CBC Stations	31,012	516.9
Private Stations	91,709	1,528.5
English Stations	108,221	1,803.7
French Stations	14,500	241.7
All Stations	122,721	2,045.4
Two U. S. Border Stations		
WBEN-TV, Buffalo	7,215	120.2
WXYZ-TV, Detroit	6,730	112.2
TOTAL U.S. BORDER STATIONS	13,945	232.4

Table II-2. Television Programme Time by Class of Programme:  
Total for the Week on CBC Stations (English and French),  
January 15-21, 1956

Class of Programme	CBC Stations			
	English		French	
	Minutes	Percent	Minutes	Percent
1. News and Weather	1,233	<del>5.0</del>	330	<del>5.3</del>
2. Nature and Science	375	<del>1.5</del>	60	<del>1.0</del>
3. Foreign Lands and Peoples	581	<del>2.3</del>	315	<del>5.0</del>
4. Political & Other Public Affairs	465	<del>1.9</del>	120	<del>1.9</del>
5. Social & Human Relations	360	<del>1.5</del>	210	<del>3.3</del>
6. Misc. Information	195	0.8	---	-
7. Canadian Activities & Heritage	1,201	<del>4.9</del>	240	<del>3.8</del>
8. "Feedback" Programmes	---	-	---	-
9. Religion	536	<del>2.2</del>	222	<del>3.5</del>
10. Fine Arts and Literature	330	<del>1.3</del>	30	0.5
11. Dance	182	0.7	---	-
12. Agriculture, Fisheries, etc.	180	0.7	60	0.9
13. Family Living & Shopping	450	<del>1.8</del>	240	<del>3.8</del>
13a. Family Living	450	<del>1.8</del>	240	<del>3.8</del>
13b. Merchandising	---	-	---	-
14. Music Programmes	1,802	<del>7.3</del>	305	<del>4.9</del>
14a. Serious	433	<del>1.8</del>	120	<del>1.9</del>
14b. Light	189	0.8	60	<del>1.0</del>
14c. Popular & Dance	880	<del>3.6</del>	105	<del>1.7</del>
14d. Folk, Western, Old-time, etc.	300	<del>1.2</del>	20	0.3
15. Drama Programmes	8,432	<del>34.3</del>	982	<del>15.7</del>
15a. Serious	867	<del>3.5</del>	150	<del>2.4</del>
15b. Domestic	843	<del>3.4</del>	180	<del>2.9</del>
15c. Comedy	1,986	<del>8.0</del>	232	<del>3.7</del>
15d. Crime, Western, Action, etc.	3,587	<del>14.5</del>	120	<del>1.9</del>
15e. Romantic	551	<del>2.2</del>	240	<del>3.8</del>
15f. Musical Comedy	---	-	60	<del>1.0</del>
15g. Other	598	<del>2.5</del>	---	-
16. Variety	1,922	<del>7.8</del>	300	<del>4.8</del>
17. Personalities	386	<del>1.6</del>	240	<del>3.8</del>
18. Quiz Games and Contests	30	0.1	480	<del>7.6</del>
19. Sports Programmes	1,933	<del>7.8</del>	715	<del>11.4</del>
19a. Sports News & Interviews	560	<del>2.3</del>	224	<del>3.6</del>
19b. Sports Events	1,373	<del>5.5</del>	491	<del>7.8</del>
20. Children's Programmes	4,140	<del>16.7</del>	1,245	<del>19.9</del>
20a. Youth Educational Progs.	870	<del>3.5</del>	630	<del>10.0</del>
20b-f. Children's Drama	2,160	<del>8.7</del>	255	<del>4.1</del>
20b. Crime, Western, etc.	1,170	<del>4.7</del>	90	<del>1.4</del>
20c. Comedy	585	<del>2.4</del>	30	0.5
20d. Fairy Tales	30	0.1	60	<del>1.0</del>
20e. Serious	60	0.2	60	<del>1.0</del>
20f. Other	315	<del>1.3</del>	15	0.2
20g. Children's Variety	990	<del>4.0</del>	---	-
20h. Quiz, Games and Contests	---	-	60	<del>1.0</del>
20i. Other Children's Progs.	120	0.5	300	<del>4.8</del>
21. Programme Promotion	5	*	180	<del>2.9</del>
TOTALS	24,738	100.0	6,247	100.0

\* Less than .05 percent.

Table II-3-A. Television Programme Time by Class of Programme:  
Total for the Week on Private Stations (English and French),  
January 15-21, 1956

Class of Programme	Private Stations			
	English		French	
	Minutes	Percent	Minutes	Percent
1. News and Weather	4,897	<del>5.9</del>	644	<del>7.8</del>
2. Nature and Science	659	0.8	34	0.4
3. Foreign Lands and Peoples	815	<del>1.0</del>	238	<del>2.9</del>
4. Political & Other Public Aff.	1,176	<del>1.4</del>	85	<del>1.0</del>
5. Social & Human Relations	1,091	<del>1.3</del>	140	<del>1.7</del>
6. Misc. Information	618	0.7	15	0.2
7. Canadian Activities & Heritage	2,712	<del>3.2</del>	286	<del>3.5</del>
8. "Feedback" Programmes	8	*	-	-
9. Religion	1,641	<del>2.0</del>	134	<del>1.6</del>
10. Fine Arts, Literature, etc.	311	0.4	46	0.6
11. Dance	60	0.1	-	-
12. Agriculture, Fisheries, etc.	580	0.7	91	<del>1.1</del>
13. Family Living & Shopping	3,903	<del>4.7</del>	591	<del>7.2</del>
13a. Family Living	3,463	<del>4.1</del>	581	<del>7.1</del>
13b. Merchandising	440	0.5	10	0.1
14. Music Programmes	6,333	<del>7.6</del>	676	<del>8.2</del>
14a. Serious	766	0.9	210	<del>2.6</del>
14b. Light	716	0.9	217	<del>2.6</del>
14c. Popular and Dance	3,595	<del>4.3</del>	219	<del>2.6</del>
14d. Folk, Western, Old, etc.	1,256	<del>1.5</del>	30	0.4
15. Drama Programmes	31,255	<del>37.4</del>	1,903	<del>23.1</del>
15a. Serious	2,064	<del>2.5</del>	180	<del>2.2</del>
15b. Domestic	4,177	<del>5.0</del>	240	<del>2.9</del>
15c. Comedy	6,705	<del>8.0</del>	270	<del>3.3</del>
15d. Crime, Western, Action, etc.	14,925	<del>17.9</del>	423	<del>5.1</del>
15e. Romantic	1,817	<del>2.2</del>	549	<del>6.7</del>
15f. Musical Comedy	306	0.4	60	0.7
15g. Other	1,261	<del>1.5</del>	181	<del>2.2</del>
16. Variety	6,767	<del>8.1</del>	691	<del>8.4</del>
17. Personalities	713	0.8	293	<del>3.6</del>
18. Quiz, Games and Contests	809	<del>1.0</del>	538	<del>6.5</del>
19. Sports Programmes	5,399	<del>6.4</del>	911	<del>11.1</del>
19a. Sports News & Interviews	2,022	<del>2.4</del>	435	<del>5.3</del>
19b. Sports Events	3,377	<del>4.0</del>	476	<del>5.8</del>
20. Children's Programmes	13,420	<del>16.1</del>	875	<del>10.6</del>
20a. Youth Educational Progs.	2,000	<del>2.4</del>	273	<del>3.3</del>
20b-f. Children's Drama	6,821	<del>8.2</del>	481	<del>5.8</del>
20b. Crime, Western, etc.	3,700	<del>4.4</del>	209	<del>2.5</del>
20c. Comedy	1,402	<del>1.7</del>	150	<del>1.8</del>
20d. Fairy Tales	266	0.3	91	<del>1.1</del>
20e. Serious	90	0.1	31	0.4
20f. Other	1,363	<del>1.6</del>	-	-
20g. Children's Variety	4,010	<del>4.8</del>	-	-
20h. Quiz, Games & Contests	199	0.2	90	<del>1.1</del>
20i. Other Children's Progs.	390	0.5	31	0.4
21. Programme Promotion	<u>316</u>	<u>0.4</u>	<u>35</u>	<u>0.5</u>
TOTALS	83,483	100.0	8,226	100.0

\* Less than .05 percent.



Table II-3-B. Television Programme Time by Class of Programme:  
Total for the Week on All Stations (CBC and Private),  
January 15-21, 1956

Class of Programme	All Stations			
	CBC Stations		Private Stations	
	Minutes	Percent	Minutes	Percent
1. News and Weather	1,563	5.0	5,541	6.0
2. Nature and Science	435	1.4	693	0.8
3. Foreign Lands and Peoples	896	2.9	1,053	1.1
4. Political & Other Public Aff.	585	1.9	1,261	1.4
5. Social & Human Relations	570	1.8	1,231	1.3
6. Misc. Information	195	0.6	633	0.7
7. Canadian Activities & Heritage	1,441	4.6	2,998	3.3
8. "Feedback" Programmes	-	-	8	*
9. Religion	758	2.4	1,775	1.9
10. Fine Arts, Literature, etc.	360	1.2	357	0.4
11. Dance	182	0.6	60	0.1
12. Agriculture, Fisheries, etc.	240	0.8	671	0.7
13. Family Living & Shopping	690	<del>2.2</del>	4,494	<del>4.9</del>
13a. Family Living	690	2.2	4,044	4.4
13b. Merchandising	-	-	450	0.5
14. Music Programmes	2,107	<del>6.8</del>	7,009	<del>7.6</del>
14a. Serious	553	1.8	976	1.1
14b. Light	249	0.8	933	1.0
14c. Popular and Dance	985	3.2	3,814	4.2
14d. Folk, Western, Old, etc.	320	1.0	1,286	1.4
15. Drama Programmes	9,414	<del>30.4</del>	33,158	<del>36.2</del>
15a. Serious	1,017	3.3	2,244	2.4
15b. Domestic	1,023	3.3	4,417	4.8
15c. Comedy	2,218	7.2	6,975	7.6
15d. Crime, Western, etc.	3,707	12.0	15,348	16.7
15e. Romantic	791	2.6	2,366	2.6
15f. Musical Comedy	60	0.2	366	0.4
15g. Other	598	1.8	1,442	1.6
16. Variety	2,222	7.2	7,458	8.1
17. Personalities	626	2.0	1,006	1.1
18. Quiz, Games and Contests	510	1.6	1,347	1.5
19. Sports Programmes	2,648	<del>8.5</del>	6,310	<del>6.9</del>
19a. Sports News & Interviews	784	2.5	2,457	2.7
19b. Sports Events	1,864	6.0	3,853	4.2
20. Children's Programmes	5,385	<del>17.4</del>	14,295	<del>15.6</del>
20a. Youth Educational Progs.	1,500	4.8	2,273	2.5
20b-f. Children's Drama	2,415	<del>7.8</del>	7,302	<del>8.0</del>
20b. Crime, Western, etc.	1,260	4.1	3,909	4.3
20c. Comedy	615	2.0	1,552	1.7
20d. Fairy Tales	90	0.3	357	0.4
20e. Serious	120	0.4	121	0.1
20f. Other	330	1.0	1,363	1.5
20g. Children's Variety	990	3.2	4,010	4.4
20h. Quiz, Games & Contests	60	0.2	289	0.3
20i. Other Children's Progs.	420	1.4	421	0.4
21. Programme Promotion	<u>185</u>	<u>0.7</u>	<u>351</u>	<u>0.4</u>
TOTALS	31,012	100.0	91,709	100.0

\* Less than .05 percent.

Table II-4-A. Television Programme Time by Class of Programme:  
 Total for the Week on All Stations (English and French)  
 January 15-21, 1956

Class of Programme	All Stations			
	English		French	
	Minutes	Percent	Minutes	Percent
1. News and Weather	6,130	5.7	974	6.7
2. Nature and Science	1,034	1.0	94	0.7
3. Foreign Lands and Peoples	1,396	1.3	553	3.8
4. Political & Other Public Aff.	1,641	1.5	205	1.4
5. Social & Human Relations	1,451	1.3	350	2.4
6. Misc. Information	813	0.8	15	0.1
7. Canadian Activities & Heritage	3,913	3.6	526	3.6
8. "Feedback" Programmes	8	*	-	-
9. Religion	2,177	2.0	356	2.5
10. Fine Arts, Literature, etc.	641	0.6	76	0.5
11. Dance	242	0.2	-	-
12. Agriculture, Fisheries, etc.	760	0.7	151	1.1
13. Family Living & Shopping	4,353	4.0	831	5.7
13a. Family Living	3,913	3.6	821	5.6
13b. Merchandising	440	0.4	10	0.1
14. Music Programmes	8,135	7.5	981	6.8
14a. Serious	1,199	1.1	330	2.3
14b. Light	905	0.8	277	1.9
14c. Popular and Dance	4,475	4.1	324	2.2
14d. Folk, Western, Old, etc.	1,556	1.4	50	0.4
15. Drama Programmes	39,687	36.7	2,885	19.9
15a. Serious	2,931	2.7	330	2.3
15b. Domestic	5,020	4.6	420	2.9
15c. Comedy	8,691	8.0	502	3.5
15d. Crime, Western, etc.	18,512	17.1	543	3.7
15e. Romantic	2,368	2.2	789	5.4
15f. Musical Comedy	306	0.3	120	0.8
15g. Other	1,859	1.7	181	1.2
16. Variety	8,689	8.0	991	6.8
17. Personalities	1,099	1.0	533	3.7
18. Quiz, Games and Contests	839	0.8	1,018	7.0
19. Sports Programmes	7,332	6.8	1,626	11.2
19a. Sports News & Interviews	2,582	2.4	659	4.5
19b. Sports Events	4,750	4.4	967	6.7
20. Children's Programmes	17,560	16.2	2,120	14.6
20a. Youth Educational Progs.	2,870	2.6	903	6.2
20b-f. Children's Drama	8,981	8.3	736	5.1
20b. Crime, Western, etc.	4,870	4.5	299	2.1
20c. Comedy	1,987	1.8	180	1.2
20d. Fairy Tales	296	0.3	151	1.0
20e. Serious	150	0.1	91	0.6
20f. Other	1,678	1.6	15	0.1
20g. Children's Variety	5,000	4.6	-	-
20h. Quiz, Games & Contests	199	0.2	150	1.0
20i. Other Children's Progs.	510	0.5	331	2.3
21. Programme Promotion	<u>321</u>	<u>0.3</u>	<u>215</u>	<u>1.5</u>
TOTALS	108,221	100.0	14,500	100.0

\* Less than .05 percent.

Table II-4-B. Television Programme Time by Class of Programme:  
Total for the Week on All Stations and on Two U. S.  
Border Stations, January 15-21, 1956

Class of Programme	All Canadian TV Stations		Two U. S. Border Stations	
	Minutes	Percent	Minutes	Percent
1. News and Weather	7,104	5.8	820	5.9
2. Nature and Science	1,128	0.9	90	0.6
3. Foreign Lands and Peoples	1,949	1.6	150	1.1
4. Political & Other Public Aff.	1,846	1.5	15	0.1
5. Social & Human Relations	1,801	1.5	60	0.4
6. Misc. Information	828	0.7	38	0.3
7. Canadian Activities & Heritage	4,439	3.6	8#	0.1#
8. "Feedback" Programmes	8	*	-	-
9. Religion	2,533	2.1	240	1.7
10. Fine Arts, Literature, etc.	717	0.6	-	-
11. Dance	242	0.2	-	-
12. Agriculture, Fisheries, etc.	911	0.8	-	-
13. Family Living & Shopping	5,184	4.2	525	3.8
13a. Family Living	4,734	3.8	450	3.2
13b. Merchandising	450	0.4	70	0.6
14. Music Programmes	9,116	7.4	210	1.5
14a. Serious	1,529	1.2	-	-
14b. Light	1,182	1.0	30	0.2
14c. Popular and Dance	4,799	3.9	150	1.1
14d. Folk, Western, Old, etc.	1,606	1.3	30	0.2
15. Drama Programmes	42,572	34.7	6,139	44.0
15a. Serious	3,261	2.7	480	3.4
15b. Domestic	5,440	4.4	570	4.1
15c. Comedy	9,193	7.5	1,775	12.7
15d. Crime, Western, etc.	19,055	15.5	2,602	18.7
15e. Romantic	3,157	2.6	220	1.6
15f. Musical Comedy	426	0.3	92	0.7
15g. Other	2,040	1.7	400	2.8
16. Variety	9,680	7.9	1,275	9.1
17. Personalities	1,632	1.3	345	2.5
18. Quiz, Games and Contests	1,857	1.5	780	5.6
19. Sports Programmes	8,958	7.3	390	2.8
19a. Sports News & Interviews	3,241	2.6	45	0.3
19b. Sports Events	5,717	4.7	345	2.5
20. Children's Programmes	19,680	16.0	2,860	20.5
20a. Youth Educational Progs.	3,773	3.1	120	0.9
20b-f. Children's Drama	9,717	7.9	1,900	13.6
20b. Crime, Western, etc.	5,169	4.2	1,040	7.5
20c. Comedy	2,167	1.8	680	4.9
20d. Fairy Tales	447	0.4	-	-
20e. Serious	241	0.2	-	-
20f. Other	1,693	1.4	180	1.2
20g. Children's Variety	5,000	4.1	565	4.0
20h. Quiz, Games & Contests	349	0.3	-	-
20i. Other Children's Progs.	841	0.7	275	2.0
21. Programme Promotion	536	0.4	-	-
TOTALS	122,721	100.0	13,945	100.0

# U. S. Activities and Heritage.

\* Less than .05 percent.

Table II-5. Television Programme Time by Nationality of Source:  
Total for the Week by Class of Station,  
January 15-21, 1956

Class of Station	Canadian	United	Other	Total
		States		
(in minutes)				
CBC Stations (English)	11,061	12,662	1,015	24,738
CBC Stations (French)	5,427	150	697	6,274
Total CBC Stations	16,488	12,812	1,712	31,012
Private Stations (English)	36,838	44,855	1,790	83,483
Private Stations (French)	6,252	1,070	904	8,226
Total Private Stations	43,090	45,925	2,694	91,709
All Stations (English)	47,899	57,517	2,805	108,221
All Stations (French)	11,679	1,220	1,601	14,500
Total All Stations	59,578	58,737	4,406	122,721
Two U. S. Border Stations	-	13,330	615	13,945
(in percent)				
CBC Stations (English)	44.7	51.2	4.1	100.0
CBC Stations (French)	86.5	2.4	11.1	100.0
Total CBC Stations	53.2	41.3	5.5	100.0
Private Stations (English)	44.1	53.7	2.2	100.0
Private Stations (French)	76.0	13.0	11.0	100.0
Total Private Stations	47.0	50.1	2.9	100.0
All Stations (English)	44.3	53.1	2.6	100.0
All Stations (French)	80.5	8.4	11.1	100.0
Total All Stations	48.5	47.9	3.6	100.0
Two U. S. Border Stations	-	95.6	4.4	100.0



Table II-6. Television Programme Time by Origin Within Canada:  
Total for the Week by Class of Station  
January 15-21, 1956

Class of Station	Local Live	Local Recorded	(in minutes)		Network	Total
CBC Stations (English)	1,755	6,092	16,891	24,738		
CBC Stations (French)	-	90	6,184	6,274		
Total CBC Stations	1,755	6,182	23,075	31,012		
Private Stations (English)	11,927	26,081	45,475	83,483		
Private Stations (French)	1,421	1,521	5,284	8,226		
Total Private Stations	13,348	27,602	50,759	91,709		
All Stations (English)	13,682	32,173	62,366	108,221		
All Stations (French)	1,421	1,611	11,468	14,500		
Total All Stations	15,103	33,784	73,834	122,721		
Two U. S. Border Stations	1,910	5,550	6,485	13,945		
(in percent)						
CBC Stations (English)	7.1	24.6	68.3	100.0		
CBC Stations (French)	-	1.4	98.6	100.0		
Total CBC Stations	5.7	19.9	74.4	100.0		
Private Stations (English)	14.3	31.2	54.5	100.0		
Private Stations (French)	17.3	18.5	64.2	100.0		
Total Private Stations	14.6	30.1	55.3	100.0		
All Stations (English)	12.7	29.7	57.6	100.0		
All Stations (French)	9.8	11.1	79.1	100.0		
Total All Stations	12.3	27.5	60.2	100.0		
Two U. S. Border Stations	13.7	39.8	46.5	100.0		

Table II-7-A. Television Programme Time, by Class of Station,  
Total for the Week: Composition by Country of Source of  
Local Live, Recorded Local and Network Programmes

Origin Within Canada and Class of Station	Nationality of Source							
	Canadian		United States		Other		Total	
	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent
<b>Local Live</b>								
CBC - English	1,755	100.0	-	-	-	-	1,755	100.0
CBC - French	-	-	-	-	-	-	-	-
CBC - Total	1,755	100.0	-	-	-	-	1,755	100.0
Private - English	11,927	100.0	-	-	-	-	11,927	100.0
Private - French	1,421	100.0	-	-	-	-	1,421	100.0
Private - Total	13,348	100.0	-	-	-	-	13,348	100.0
All - English	13,682	100.0	-	-	-	-	13,682	100.0
All - French	1,421	100.0	-	-	-	-	1,421	100.0
All - Total	15,103	100.0	-	-	-	-	15,103	100.0
Two U. S. Border Stations	-	-	1,910	100.0	-	-	1,910	100.0
<b>Recorded Local</b>								
CBC - English	195	3.2	5,332	87.5	565	9.3	6,092	100.0
CBC - French	45	50.0	-	-	45	50.0	90	100.0
CBC - Total	240	3.9	5,332	86.2	610	9.9	6,182	100.0
Private - English	1,050	4.0	23,596	90.5	1,435	5.5	26,081	100.0
Private - French	162	10.7	575	37.8	784	51.5	1,521	100.0
Private - Total	1,212	4.4	24,171	87.6	2,219	8.0	27,602	100.0
All - English	1,245	3.9	28,928	89.9	2,000	6.2	32,173	100.0
All - French	207	12.8	575	35.7	829	51.5	1,611	100.0
All - Total	1,452	4.3	29,503	87.3	2,829	8.4	33,784	100.0
Two U. S. Border Stations	-	-	5,475	98.6	75	1.4	5,550	100.0
<b>Network</b>								
CBC - English	9,111	53.9	7,330	43.4	450	2.7	16,891	100.0
CBC - French	5,382	87.0	150	2.4	652	10.6	6,184	100.0
CBC - Total	14,493	62.0	7,480	32.4	1,102	4.8	23,075	100.0
Private - English	23,861	52.5	21,259	46.7	355	0.8	45,475	100.0
Private - French	4,669	88.4	495	9.4	120	2.2	5,284	100.0
Private - Total	28,530	56.2	21,754	42.9	475	0.9	50,759	100.0
All - English	32,972	52.9	28,589	45.8	805	1.3	62,366	100.0
All - French	10,051	87.7	645	5.6	772	6.7	11,468	100.0
All - Total	43,023	58.3	29,234	39.6	1,577	2.1	73,834	100.0
Two U. S. Border Stations	-	-	5,945	91.7	540	8.3	6,485	100.0
<b>Total</b>								
CBC - English	11,061	44.7	12,662	51.2	1,015	4.1	24,738	100.0
CBC - French	5,427	86.5	150	2.4	697	11.1	6,274	100.0
CBC - Total	16,488	53.2	12,812	41.3	1,712	5.5	31,012	100.0
Private - English	36,838	44.1	44,855	53.7	1,790	2.2	83,483	100.0
Private - French	6,252	76.0	1,070	13.0	904	11.0	8,226	100.0
Private - Total	43,090	47.0	45,925	50.1	2,694	2.9	91,709	100.0
All - English	47,899	44.3	57,517	53.1	2,805	2.6	108,221	100.0
All - French	11,679	80.5	1,220	8.4	1,601	11.1	14,500	100.0
All - Total	59,578	48.5	58,737	47.9	4,406	3.6	122,721	100.0
Two U. S. Border Stations	-	-	13,330	95.6	615	4.4	13,945	100.0

Table II-7-B. Television Programme Time, by Class of Station,  
Total for the Week: Composition by Origin Within Canada of  
Canadian, United States and Other Programmes

Origin Within Canada and Class of Station	Nationality of Source							
	Canadian		United States		Other		Total	
	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent
<b>Local Live</b>								
CBC - English	1,755	15.9	-	-	-	-	1,755	7.1
CBC - French	-	-	-	-	-	-	-	-
CBC - Total	1,755	10.6	-	-	-	-	1,755	5.7
Private - English	11,927	32.4	-	-	-	-	11,927	11.3
Private - French	1,421	22.7	-	-	-	-	1,421	17.3
Private - Total	13,348	31.0	-	-	-	-	13,348	11.6
All - English	13,682	28.6	-	-	-	-	13,682	12.6
All - French	1,421	12.2	-	-	-	-	1,421	9.8
All - Total	15,103	25.3	-	-	-	-	15,103	12.3
Two U. S. Border Stations	-	-	1,910	11.3	-	-	1,910	13.7
<b>Recorded Local</b>								
CBC - English	195	1.7	5,332	42.1	565	55.7	6,092	24.6
CBC - French	45	0.8	-	-	45	6.5	90	1.4
CBC - Total	240	1.5	5,332	41.6	610	35.6	6,182	19.9
Private - English	1,050	2.8	23,596	52.6	1,435	80.2	26,081	31.2
Private - French	162	2.6	575	53.7	784	86.7	1,521	18.5
Private - Total	1,212	2.8	24,171	52.6	2,219	82.4	27,602	30.1
All - English	1,245	2.6	28,928	50.3	2,000	71.3	32,173	29.8
All - French	207	1.8	575	47.1	829	51.8	1,611	11.1
All - Total	1,452	2.4	29,503	50.2	2,829	64.2	33,784	27.5
Two U. S. Border Stations	-	-	5,475	41.1	75	12.2	5,550	39.8
<b>Network</b>								
CBC - English	9,111	82.4	7,330	57.9	450	44.3	16,891	68.3
CBC - French	5,382	99.2	150	100.0	652	93.5	6,184	98.6
CBC - Total	14,493	87.9	7,480	58.4	1,102	64.4	23,075	74.4
Private - English	23,861	64.8	21,259	47.4	355	19.8	45,475	51.5
Private - French	4,669	74.7	495	46.3	120	13.3	5,284	61.2
Private - Total	28,530	66.2	21,754	47.4	475	17.6	50,759	55.3
All - English	32,972	68.8	28,589	49.7	805	28.7	62,366	57.6
All - French	10,051	86.0	645	52.9	772	48.2	11,468	79.1
All - Total	43,023	72.3	29,234	49.8	1,577	35.8	73,834	60.2
Two U. S. Border Stations	-	-	5,945	44.6	540	87.8	6,485	46.5
<b>Total</b>								
CBC - English	11,061	100.0	12,662	100.0	1,015	100.0	24,738	100.0
CBC - French	5,427	100.0	150	100.0	697	100.0	6,274	100.0
CBC - Total	16,488	100.0	12,812	100.0	1,712	100.0	31,012	100.0
Private - English	36,838	100.0	44,855	100.0	1,790	100.0	83,483	100.0
Private - French	6,252	100.0	1,070	100.0	904	100.0	8,226	100.0
Private - Total	43,090	100.0	45,925	100.0	2,694	100.0	91,709	100.0
All - English	47,899	100.0	57,517	100.0	2,805	100.0	108,221	100.0
All - French	11,679	100.0	1,220	100.0	1,601	100.0	14,500	100.0
All - Total	59,578	100.0	58,737	100.0	4,406	100.0	122,721	100.0
Two U. S. Border Stations	-	-	13,330	100.0	615	100.0	13,945	100.0

Table II-8-A. Television Programme Time, Commercial and Sustaining; and  
 Time Devoted to Advertising: Total for the Week by  
 Class of Station, January 15-21, 1956

	Com- mercial	Sus- taining	Total	Advertising Time
	(in minutes)			
CBC Stations (English)	12,070	12,668	24,738	<del>1,423</del>
CBC Stations (French)	1,697	4,577	6,274	216
Total CBC Stations	13,767	17,245	31,012	1,639
Private Stations (English)	52,507	30,976	83,483	6,584
Private Stations (French)	3,595	4,631	8,226	542
Total Private Stations	56,102	35,607	91,709	7,126
All Stations (English)	64,577	43,644	108,221	8,007
All Stations (French)	5,292	9,208	14,500	758
Total All Stations	69,869	52,852	122,721	<del>8,765</del>

(in percent)

CBC Stations (English)	48.8	51.2	100.0	<del>5.8</del>
CBC Stations (French)	27.0	73.0	100.0	3.4
Total CBC Stations	44.4	55.6	100.0	5.3
Private Stations (English)	62.9	37.1	100.0	7.9
Private Stations (French)	43.7	56.3	100.0	6.6
Total Private Stations	61.2	38.8	100.0	7.8
All Stations (English)	59.7	40.3	100.0	7.4
All Stations (French)	36.5	63.5	100.0	5.2
Total All Stations	56.9	43.1	100.0	<del>7.1</del>



Table II-8-B. Television Programme Time: Percent in Commercial and Sustaining Programmes and Percent Devoted to Advertising: Total for the Week on the Individual Stations

Stations by Class of Station	Com- mercial	Sus- taining	Total	Percent of Time Devoted to Advertising
CBC Stations (English)	48.8	51.2	100.0	5.8
Interconnected:	50.3	49.7	100.0	6.2
CBMT, Montreal	51.5	48.5	100.0	6.2
CBOT, Ottawa	57.4	42.5	100.0	7.1
CBLT, Toronto	43.2	56.8	100.0	5.5
Non-connected:	47.3	52.7	100.0	5.3
CBHT, Halifax	41.8	58.2	100.0	4.6
CBUT, Vancouver	39.3	60.7	100.0	5.4
CBWT, Winnipeg	59.4	40.6	100.0	5.8
CBC Stations (French)	27.0	73.0	100.0	3.4
CBFT, Montreal	35.2	64.8	100.0	4.4
CBOFT, Ottawa	18.9	81.1	100.0	2.4
Private Stations (English)	62.9	37.1	100.0	7.9
Interconnected:	63.5	36.5	100.0	8.1
CKVR-TV, Barrie	53.3	46.7	100.0	5.7
CHCH-TV, Hamilton	71.4	28.6	100.0	7.7
CKWS-TV, Kingston	64.9	35.1	100.0	8.7
CKCO-TV, Kitchener	60.6	39.4	100.0	9.5
CFPL-TV, London	54.0	46.0	100.0	7.1
CHEX-TV, Peterborough	58.7	41.3	100.0	7.6
CKLW-TV, Windsor	89.7	10.3	100.0	11.7
CKNX-TV, Wingham	43.6	56.4	100.0	5.0
Non-connected:	62.5	37.5	100.0	7.7
CKX-TV, Brandon	61.2	38.8	100.0	7.4
CHCT-TV, Calgary	74.1	25.9	100.0	10.1
CFRN-TV, Edmonton	66.2	33.8	100.0	8.8
CJLH-TV, Lethbridge	49.4	50.6	100.0	5.9
CKCW-TV, Moncton	44.6	55.4	100.0	6.1
CKGN-TV, North Bay	48.8	51.2	100.0	5.7
CFPA-TV, Port Arthur	65.4	34.6	100.0	7.2
CKCK-TV, Regina	68.4	31.6	100.0	8.4
CHSJ-TV, Saint John	58.9	41.1	100.0	6.1
CFQC-TV, Saskatoon	66.5	33.5	100.0	8.8
CJIC-TV, Sault Ste. Marie	63.8	36.2	100.0	6.5
CJON-TV, St. Johns	70.5	29.5	100.0	8.4
CKSO-TV, Sudbury	68.8	31.2	100.0	9.5
CJCB-TV, Sydney	63.8	36.2	100.0	8.1
Private Stations (French)	43.7	56.3	100.0	6.6
Interconnected:	56.6	43.4	100.0	8.0
CFCM-TV, Quebec	56.6	43.4	100.0	8.0
Non-connected:	32.0	68.0	100.0	5.3
CKRS-TV, Jonquiere	23.8	76.2	100.0	4.2
CJBR-TV, Rimouski	38.2	61.8	100.0	6.1
TOTALS:				
CBC Stations	44.4	55.6	100.0	5.3
Private Stations	61.2	38.8	100.0	7.8
English Stations	59.7	40.3	100.0	7.4
French Stations	36.5	63.5	100.0	5.2
Interconnected Stations	56.1	43.9	100.0	7.2
Non-connected Stations	57.7	42.3	100.0	7.1
All Stations	56.9	43.1	100.0	7.1

Table II-9. Television Programme Time: Time Devoted to Advertising  
and to Non-Commercial Community Service Announcements,  
Total for the Week by Class of Station,  
January 15-21, 1956

Class of Station	Advertising Time		Non-Commercial Announcement Time	
	Minutes	Percent of Total Time	Minutes	Percent of Total Time
CBC Stations (English)	1,423	5.8	7	.03
CBC Stations (French)	216	3.4	-	-
Total - CBC Stations	1,639	5.3	7	.02
Private Stations (English)	6,584	7.9	20	.02
Private Stations (French)	542	6.6	3	.04
Total - Private Stations	7,126	7.8	23	.03
All Stations (English)	8,007	7.4	27	.02
All Stations (French)	758	5.2	3	.02
Total - All Stations	8,765	7.1	30	.02

Table II-10. Television Programme Time Devoted to Non-Commercial  
Community Service Announcements on the Individual Stations  
by Segments of the Week, January 15-21, 1956.  
(in seconds)

Stations by Class of Station	Time Segments of the Week				Total
	Daytime	Children	General Audience	Adult	
CBC Stations (English)					
CBLT - Toronto	-	-	-	-	-
CBOT - Ottawa	40	-	-	-	40
CBMT - Montreal	-	-	164	120	284
CBWT - Winnipeg	-	-	-	-	-
CBUT - Vancouver	-	-	60	10	70
CBHT - Halifax	-	-	-	-	-
Total	40	-	224	130	394
CBC Stations (French)					
CBFT - Montreal	-	-	-	-	-
CBOFT - Ottawa	-	-	-	-	-
Total	-	-	-	-	-
Private Stations (English)					
CKLW-TV, Windsor	-	-	-	-	-
CKNX-TV, Wingham	-	-	-	-	-
CFPL-TV, London	-	-	250	70	320
CKCO-TV, Kitchener	10	60	60	-	130
CHCH-TV, Hamilton	-	-	60	60	120
CKWS-TV, Kingston	-	-	-	-	-
CHEX-TV, Petersborough	-	-	-	-	-
CKVR-TV, Barrie	20	-	20	20	60
CFPA-TV, Port Arthur	-	-	-	-	-
CJIC-TV, Sault Ste. Marie	-	-	-	-	-
CKSO-TV, Sudbury	-	-	-	-	-
CKGN-TV, North Bay	-	-	-	-	-
CHCT-TV, Calgary	-	-	-	-	-
CFRN-TV, Edmonton	-	60	100	-	160
CJLH-TV, Lethbridge	-	-	20	130	150
CFQC-TV, Saskatoon	-	-	16	-	16
CKCK-TV, Regina	-	-	-	-	-
CKX-TV, Brandon	-	-	-	-	-
CHSJ-TV, Saint John	-	-	-	-	-
CKCW-TV, Moncton	-	-	-	-	-
CJCB-TV, Sydney	-	-	-	-	-
CJON-TV, St. Johns	-	-	220	-	220
Total	30	120	746	280	1,176
Private Stations (French)					
CFQM-TV, Quebec	-	-	-	-	-
CKRS-TV, Jonquiere	-	-	-	-	-
CJBR-TV, Rimouski	-	-	20	140	160
Total	-	-	20	140	160
TOTALS:					
CBC Stations	40	-	224	130	394
Private Stations	30	120	766	420	1,336
English Stations	70	120	970	410	1,570
French Stations	-	-	20	140	160
All Stations	70	120	990	550	1,730

Table III-1. Television Programme Time by Class of Programme and Nationality of Source: Total for the Week on CBC Stations (English and French), January 15-21, 1956 (in minutes)

Class of Programme	CBC Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	1,233	--	--	1,233	330	--	--	330
2. Nature & Science	--	285	90	375	60	--	--	60
3. Foreign Lands	360	221	--	581	195	30	90	315
4. Pol. & Pub. Aff.	440	25	--	465	120	--	--	120
5. Soc. & Human Rel.	360	--	--	360	180	30	--	210
6. Misc. Information	--	195	--	195	--	--	--	--
7. Canadian Activ.	1,141	--	60	1,201	210	30	--	240
8. "Feedback" Progs.	--	--	--	--	--	--	--	--
9. Religion	180	356	--	536	222	--	--	222
10. Fine Arts, etc.	330	--	--	330	--	--	30	30
11. Dance	182	--	--	182	--	--	--	--
12. Agriculture, etc.	180	--	--	180	60	--	--	60
13. Family Living, etc.	450	--	--	450	210	--	30	240
13a. Family Living	450	--	--	450	210	--	30	240
13b. Merchandising	--	--	--	--	--	--	--	--
14. Music Programmes	1,129	673	--	1,802	290	--	15	305
14a. Serious	90	343	--	433	120	--	--	120
14b. Light	159	30	--	189	60	--	--	60
14c. Popular	580	300	--	880	90	--	15	105
14d. Folk, etc.	300	--	--	300	20	--	--	20
15. Drama Programmes	810	6,967	655	8,432	480	60	442	982
15a. Serious	450	417	--	867	150	--	--	150
15b. Domestic	180	663	--	843	180	--	--	180
15c. Comedy	180	1,726	80	1,986	30	--	202	232
15d. Crime, etc.	--	3,274	313	3,587	60	60	--	120
15e. Romantic	--	469	82	551	--	--	240	240
15f. Musical Com.	--	--	--	--	60	--	--	60
15g. Other	--	418	180	598	--	--	--	--
16. Variety	601	1,321	--	1,922	300	--	--	300
17. Personalities	356	30	--	386	240	--	--	240
18. Quiz, Games, etc.	--	30	--	30	450	--	30	480
19. Sports Programmes	1,609	324	--	1,933	670	--	45	715
19a. News	560	--	--	560	194	--	30	224
19b. Events	1,049	324	--	1,373	476	--	15	491
20. Children's Prog.	1,695	2,235	210	4,140	1,230	--	15	1,245
20a. Youth Educ.	360	480	30	870	630	--	--	630
20b-f. Drama	255	1,725	180	2,160	240	--	15	255
20b. Crime	--	990	180	1,170	90	--	--	90
20c. Comedy	90	495	--	585	30	--	--	30
20d. Fairy Tales	30	--	--	30	60	--	--	60
20e. Serious	60	--	--	60	60	--	--	60
20f. Other	75	240	--	315	--	--	15	15
20g. Variety	990	--	--	990	--	--	--	--
20h. Quiz, Games, etc.	--	--	--	--	60	--	--	60
20i. Other	90	30	--	120	300	--	--	300
21. Prog. Promotion	5	--	--	5	180	--	--	180
TOTALS	11,061	12,662	1,015	24,738	5,427	150	697	6,274



Table III-2. Television Programme Time by Class of Programme and Nationality of Source: Total for the Week on Private Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	Private Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	4,897	-	-	4,897	644	-	-	644
2. Nature & Science	29	600	30	659	34	-	-	34
3. Foreign Lands	43	757	15	815	89	65	84	238
4. Pol. & Pub. Aff.	1,176	-	-	1,176	85	-	-	85
5. Soc. & Human Rel.	1,040	51	-	1,091	140	-	-	140
6. Misc. Information	30	497	91	618	15	-	-	15
7. Canadian Activ.	2,682	30	-	2,712	286	-	-	286
8. "Feedback" Progs.	8	-	-	8	-	-	-	-
9. Religion	452	1,189	-	1,641	104	30	-	134
10. Fine Arts, etc.	311	-	-	311	46	-	-	46
11. Dance	60	-	-	60	-	-	-	-
12. Agriculture, etc.	580	-	-	580	91	-	-	91
13. Fam. Living, etc.	3,608	295	-	3,903	576	-	15	591
13a. Family Living	3,463	-	-	3,463	566	-	15	581
13b. Merchandising	145	295	-	440	10	-	-	10
14. Music Programmes	4,982	1,338	13	6,333	646	30	-	676
14a. Serious	766	-	-	766	210	-	-	210
14b. Light	315	388	13	716	187	30	-	217
14c. Popular	2,705	890	-	3,595	219	-	-	219
14d. Folk, etc.	1,196	60	-	1,256	30	-	-	30
15. Drama Programmes	2,269	27,375	1,611	31,255	706	407	790	1,903
15a. Serious	869	1,125	70	2,064	180	-	-	180
15b. Domestic	623	3,015	539	4,177	240	-	-	240
15c. Comedy	635	6,010	60	6,705	45	30	195	270
15d. Crime, etc.	107	14,408	410	14,925	91	301	31	423
15e. Romantic	-	1,730	87	1,817	90	-	459	549
15f. Musical Com.	-	306	-	306	60	-	-	60
15g. Other	35	781	445	1,261	-	76	105	181
16. Variety	2,209	4,558	-	6,767	541	150	-	691
17. Personalities	485	228	-	713	263	30	-	293
18. Quiz, Games, etc.	361	448	-	809	493	30	15	538
19. Sports Progs.	4,390	1,009	-	5,399	823	88	-	911
19a. News	1,977	45	-	2,022	435	-	-	435
19b. Events	2,413	964	-	3,377	388	88	-	476
20. Children's Prog.	6,910	6,480	30	13,420	635	240	-	875
20a. Youth Educ.	1,318	682	-	2,000	273	-	-	273
20b-f. Drama	993	5,798	30	6,821	241	240	-	481
20b. Crime, etc.	90	3,610	-	3,700	119	90	-	209
20c. Comedy	325	1,077	-	1,402	-	150	-	150
20d. Fairy Tales	236	-	30	266	91	-	-	91
20e. Serious	90	-	-	90	31	-	-	31
20f. Other	252	1,111	-	1,363	-	-	-	-
20g. Variety	4,010	-	-	4,010	-	-	-	-
20h. Quiz, etc.	199	-	-	199	90	-	-	90
20i. Other	390	-	-	390	31	-	-	31
21. Prog. Promo.	316	-	-	316	35	-	-	35
TOTALS	36,838	44,855	1,790	83,483	6,252	1,070	904	8,226

Table III-3. Television Programme Time by Class of Programme and Nationality of Source: Total for the Week on All Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	All Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	6,130	-	-	6,130	974	-	-	974
2. Nature & Science	29	885	120	1,034	94	-	-	94
3. Foreign Lands	403	978	15	1,396	284	95	174	553
4. Pol. & Pub. Aff.	1,616	25	-	1,641	205	-	-	205
5. Soc. & Human Rel.	1,400	51	-	1,451	320	30	-	350
6. Misc. Information	30	692	91	813	15	-	-	15
7. Canadian Activ.	3,823	30	60	3,913	496	30	-	526
8. "Feedback" Progs.	8	-	-	8	-	-	-	-
9. Religion	632	1,545	-	2,177	326	30	-	356
10. Fine Arts, etc.	641	-	-	641	46	-	30	76
11. Dance	242	-	-	242	-	-	-	-
12. Agriculture, etc.	760	-	-	760	151	-	-	151
13. Fam. Living, etc.	4,058	295	-	4,353	786	-	45	831
13a. Family Living	3,913	-	-	3,913	776	-	45	821
13b. Merchandising	145	295	-	440	10	-	-	10
14. Music Programmes	6,111	2,011	13	8,135	936	30	15	981
14a. Serious	856	343	-	1,199	330	-	-	330
14b. Light	474	418	13	905	247	30	-	277
14c. Popular	3,285	1,190	-	4,475	309	-	15	324
14d. Folk, etc.	1,496	60	-	1,556	50	-	-	50
15. Drama Programmes	3,079	34,342	2,266	39,687	1,186	467	1,232	2,885
15a. Serious	1,319	1,542	70	2,931	330	-	-	330
15b. Domestic	803	3,678	539	5,020	420	-	-	420
15c. Comedy	815	7,736	140	8,691	75	30	397	502
15d. Crime, etc.	107	17,682	723	18,512	151	361	31	543
15e. Romantic	-	2,199	169	2,368	90	-	699	789
15f. Musical Com.	-	306	-	306	120	-	-	120
15g. Other	35	1,199	625	1,859	-	76	105	181
16. Variety	2,810	5,879	-	8,689	841	150	-	991
17. Personalities	841	258	-	1,099	503	30	-	533
18. Quiz, Games, etc.	361	478	-	839	943	30	45	1,018
19. Sports Progs.	5,999	1,333	-	7,332	1,493	88	45	1,626
19a. News	2,537	45	-	2,582	629	-	30	659
19b. Events	3,462	1,288	-	4,750	864	88	15	967
20. Children's Prog.	8,605	8,715	240	17,560	1,865	240	15	2,120
20a. Youth Educ.	1,678	1,162	30	2,870	903	-	-	903
20b-f. Drama	1,248	7,523	210	8,981	481	240	15	736
20b. Crime, etc.	90	4,600	180	4,870	209	90	-	299
20c. Comedy	415	1,572	-	1,987	30	150	-	180
20d. Fairy Tales	266	-	30	296	151	-	-	151
20e. Serious	150	-	-	150	91	-	-	91
20f. Other	327	1,351	-	1,678	-	-	15	15
20g. Variety	5,000	-	-	5,000	-	-	-	-
20h. Quiz, etc.	199	-	-	199	150	-	-	150
20i. Other	480	30	-	510	331	-	-	331
21. Prog. Promo.	321	-	-	321	215	-	-	215
TOTALS:	47,899	57,517	2,805	108,221	11,679	1,220	1,601	14,500

Table III-4. Television Programme Time by Class of Programme and Nationality of Source: Total for the Week on All Stations (CBC and Private), January 15-21, 1956 (in minutes)

Class of Programme	All Stations							
	CBC Stations				Private Stations			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	1,563	-	-	1,563	5,541	-	-	5,541
2. Nature & Science	60	285	90	435	63	600	30	693
3. Foreign Lands	555	251	90	896	132	822	99	1,053
4. Pol. & Pub. Aff.	560	25	-	585	1,261	-	-	1,261
5. Soc. & Human Rel.	540	30	-	570	1,180	51	-	1,231
6. Misc. Information	-	195	-	195	45	497	91	633
7. Canadian Activ.	1,351	30	60	1,441	2,968	30	-	2,998
8. "Feedback" Progs.	-	-	-	-	8	-	-	8
9. Religion	402	356	-	758	556	1,219	-	1,775
10. Fine Arts, etc.	330	-	30	360	357	-	-	357
11. Dance	182	-	-	182	60	-	-	60
12. Agriculture, etc.	240	-	-	240	671	-	-	671
13. Fam. Living, etc.	660	-	30	690	4,184	295	15	4,494
13a. Family Living	660	-	30	690	4,029	-	15	4,044
13b. Merchandising	-	-	-	-	155	295	-	450
14. Music Programmes	1,419	673	15	2,107	5,628	1,368	13	7,009
14a. Serious	210	343	-	553	976	-	-	976
14b. Light	219	30	-	249	502	418	13	933
14c. Popular	670	300	15	985	2,924	890	-	3,814
14d. Folk, etc.	320	-	-	320	1,226	60	-	1,286
15. Drama Programmes	1,290	7,027	1,097	9,414	2,975	27,782	2,401	33,158
15a. Serious	600	417	-	1,017	1,049	1,125	70	2,244
15b. Domestic	360	663	-	1,023	863	3,015	539	4,417
15c. Comedy	210	1,726	282	2,218	680	6,040	255	6,975
15d. Crime, etc.	60	3,334	313	3,707	198	14,709	441	15,348
15e. Romantic	-	469	322	791	90	1,730	546	2,366
15f. Musical Com.	60	-	-	60	60	306	-	366
15g. Other	-	418	180	598	35	857	550	1,442
16. Variety	901	1,321	-	2,222	2,750	4,708	-	7,458
17. Personalities	596	30	-	626	748	258	-	1,006
18. Quiz, Games, etc.	450	30	30	510	854	478	15	1,347
19. Sports Progs.	2,279	324	45	2,648	5,213	1,097	-	6,310
19a. News	754	-	30	784	2,412	45	-	2,457
19b. Events	1,525	324	15	1,864	2,801	1,052	-	3,853
20. Children's Prog.	2,925	2,235	225	5,385	7,545	6,720	30	14,295
20a. Youth Educ.	990	480	30	1,500	1,591	682	-	2,273
20b-f. Drama	495	1,725	195	2,415	1,234	6,038	30	7,302
20b. Crime, etc.	90	990	180	1,260	209	3,700	-	3,909
20c. Comedy	120	495	-	615	325	1,227	-	1,552
20d. Fairy Tales	90	-	-	90	327	-	30	357
20e. Serious	120	-	-	120	121	-	-	121
20f. Other	75	240	15	330	252	1,111	-	1,363
20g. Variety	990	-	-	990	4,010	-	-	4,010
20h. Quiz, etc.	60	-	-	60	289	-	-	289
20i. Other	390	30	-	420	421	-	-	421
21. Prog. Promo.	185	-	-	185	351	-	-	351
TOTALS	16,488	12,812	1,712	31,012	43,090	45,925	2,694	91,709



Table III-5. Television Programme Time by Class of Programme and Nationality of Source: Total for the Week on All Stations and Two U. S. Border Stations, January 15-21, 1956. (in minutes)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	7,104	-	-	7,104	-	820	-	820
2. Nature & Science	123	885	120	1,128	-	90	-	90
3. Foreign Lands	687	1,073	189	1,949	-	60	90	150
4. Pol. & Pub. Aff.	1,821	25	-	1,846	-	15	-	15
5. Soc. & Human Rel.	1,720	81	-	1,801	-	60	-	60
6. Misc. Infor.	45	692	91	828	-	38	-	38
7. Canadian Activ.	4,319	60	60	4,439	-	8*	-	8*
8. "Feedback" Progs.	8	-	-	8	-	-	-	-
9. Religion	958	1,575	-	2,533	-	240	-	240
10. Fine Arts, etc.	687	-	30	717	-	-	-	-
11. Dance	242	-	-	242	-	-	-	-
12. Agriculture, etc.	911	-	-	911	-	-	-	-
13. Fam. Living, etc.	4,844	295	45	5,184	-	525	-	525
13a. Family Living	4,689	-	45	4,734	-	450	-	450
13b. Merchandising	155	295	-	450	-	75	-	70
14. Music Programmes	7,047	2,041	28	9,116	-	210	-	210
14a. Serious	1,186	343	-	1,529	-	-	-	-
14b. Light	721	448	13	1,182	-	30	-	30
14c. Popular	3,594	1,190	15	4,799	-	150	-	150
14d. Folk, etc.	1,546	60	-	1,606	-	30	-	30
15. Drama Programmes	4,265	34,809	3,498	42,572	-	5,614	525	6,139
15a. Serious	1,649	1,542	70	3,261	-	360	120	480
15b. Domestic	1,223	3,678	539	5,440	-	570	-	570
15c. Comedy	890	7,766	537	9,193	-	1,595	180	1,775
15d. Crime, etc.	258	18,043	754	19,055	-	2,407	195	2,602
15e. Romantic	90	2,199	868	3,157	-	220	-	220
15f. Musical Com.	120	306	-	426	-	92	-	92
15g. Other	35	1,275	730	2,040	-	370	30	400
16. Variety	3,651	6,029	-	9,680	-	1,275	-	1,275
17. Personalities	1,344	288	-	1,632	-	345	-	345
18. Quiz, Games, etc.	1,304	508	45	1,857	-	780	-	780
19. Sports Progs.	7,492	1,421	45	8,958	-	390	-	390
19a. News	3,166	45	30	3,241	-	45	-	45
19b. Events	4,326	1,376	15	5,717	-	345	-	345
20. Children's Prog.	10,470	8,955	255	19,680	-	2,860	-	2,860
20a. Youth Educ.	2,581	1,162	30	3,773	-	120	-	120
20b-f. Drama	1,729	7,763	225	9,717	-	1,900	-	1,900
20b. Crime, etc.	299	4,690	180	5,169	-	1,040	-	1,040
20c. Comedy	445	1,722	-	2,167	-	680	-	680
20d. Fairy Tales	417	-	30	447	-	-	-	-
20e. Serious	241	-	-	241	-	-	-	-
20f. Other	327	1,351	15	1,693	-	180	-	180
20g. Variety	5,000	-	-	5,000	-	565	-	565
20h. Quiz, etc.	349	-	-	349	-	-	-	-
20i. Other	811	30	-	841	-	275	-	275
21. Prog. Promo.	536	-	-	536	-	-	-	-
TOTALS	59,578	58,737	4,406	122,721	-	13,330	615	13,945

\* U. S. Activities and Heritage.



Table III-5A-1, Television Programme Time in Programmes Produced in Canada by Percentage in Classes of Programme by Class of Station:  
Total for the Week, January 15-21, 1956.  
(in percent)

Class of Programme	CBC- English	CBC- French	CBC- Total	Private English	Private- French
1. News & Weather	11.1	6.1	9.5	13.3	10.3
2. Nature & Science	-	1.1	.4	.1	.5
3. Foreign Lands	3.3	3.6	3.4	.1	1.4
4. Pol. & Pub. Aff.	4.0	2.2	3.4	3.2	1.4
5. Soc. & Human Rel.	3.3	3.3	3.3	2.8	2.2
6. Misc. Information	-	-	-	.1	.2
7. Canadian Activ.	10.2	3.9	8.2	7.3	4.6
8. "Feedback" Progs.	-	-	-	*	-
9. Religion	1.6	4.1	2.4	1.2	1.7
10. Fine Arts, etc.	3.0	-	2.0	.8	.7
11. Dance	1.6	-	1.1	.2	-
12. Agriculture, etc.	1.6	1.1	1.5	1.6	1.5
13. Fam. Living, etc.	4.1	3.9	4.0	9.8	9.2
13a. Family Living	4.1	3.9	4.0	9.4	9.0
13b. Merchandising	-	-	-	.4	.2
14. Music Programmes	10.2	5.3	8.6	13.5	10.3
14a. Serious	0.8	2.2	1.3	2.1	3.4
14b. Light	1.4	1.1	1.3	.9	3.0
14c. Popular	5.2	1.7	4.1	7.3	3.5
14d. Folk, etc.	2.7	.4	1.9	3.2	.5
15. Drama Programmes	7.3	8.8	7.8	6.2	11.3
15a. Serious	4.1	2.8	3.6	2.4	2.9
15b. Domestic	1.6	3.3	2.2	1.7	3.8
15c. Comedy	1.6	.6	1.3	1.7	.7
15d. Crime, etc.	-	1.1	.4	.3	1.5
15e. Romantic	-	-	-	-	1.4
15f. Musical Com.	-	1.1	.4	-	1.0
15g. Other	-	-	-	.1	-
16. Variety	5.4	5.5	5.5	6.0	8.7
17. Personalities	3.2	4.4	3.6	1.3	4.2
18. Quiz, Games, etc.	-	8.3	2.7	1.0	7.9
19. Sports Progs.	14.5	12.3	13.8	11.9	13.1
19a. News	5.1	3.6	4.6	5.4	6.9
19b. Events	9.5	8.8	9.2	6.6	6.2
20. Children's Progs.	15.3	22.8	17.7	18.7	10.2
20a. Youth Educ.	3.3	11.6	6.0	3.6	4.4
20b-f. Drama	2.3	4.4	3.0	2.7	3.8
20b. Crime, etc.	-	1.7	.5	.2	1.9
20c. Comedy	0.8	.6	.7	.9	-
20d. Fairy Tales	0.3	1.1	.5	.6	1.5
20e. Serious	0.5	1.1	.7	.2	.5
20f. Other	0.7	-	.5	.7	-
20g. Variety	9.0	-	6.0	10.9	-
20h. Quiz, etc.	-	1.1	.4	.5	1.4
20i. Other	0.8	5.5	2.4	1.1	.5
21. Prog. Promo.	*	3.3	1.1	.9	.6
TOTALS	100.0	100.0	100.0	100.0	100.0

\* Less than .05 percent.

Table III-5A-2. Television Programme Time in Programmes Produced in  
Canada by Percentage in Classes of Programme by Class of Station:  
Total for the Week, January 15-21, 1956.  
(in percent)

Class of Programme	Private Total	All English	All French	All Canadian
1. News & Weather	12.9	12.8	8.4	11.9
2. Nature & Science	.1	.1	.8	.2
3. Foreign Lands	.3	.8	2.4	1.2
4. Pol. & Pub. Aff.	2.9	3.4	1.8	3.1
5. Soc. & Human Rel.	2.7	2.9	2.7	2.9
6. Misc. Information	.1	.1	.1	.1
7. Canadian Activ.	6.9	8.0	4.2	7.2
8. "Feedback" Progs.	*	*	-	*
9. Religion	1.3	1.3	2.8	1.6
10. Fine Arts, etc.	.8	1.3	.4	1.2
11. Dance	.1	.5	-	.4
12. Agriculture, etc.	1.6	1.6	1.3	1.5
13. Fam. Living, etc.	9.7	8.5	6.7	8.1
13a. Family Living	9.4	8.2	6.6	7.9
13b. Merchandising	.4	.3	.1	.3
14. Music Programmes	13.1	12.7	8.1	11.8
14a. Serious	2.3	1.8	2.8	2.0
14b. Light	1.2	1.0	3.0	1.2
14c. Popular	6.8	6.9	2.6	6.0
14d. Folk, etc.	2.8	3.1	.4	2.6
15. Drama Programmes	6.9	6.4	10.2	7.2
15a. Serious	2.4	2.8	2.8	2.8
15b. Domestic	2.0	1.7	3.6	2.1
15c. Comedy	1.6	1.7	.6	1.5
15d. Crime, etc.	.5	.2	1.2	.4
15e. Romantic	.2	-	.7	.2
15f. Musical Com.	.1	-	.9	.2
15g. Other	.1	.1	-	.1
16. Variety	6.4	5.9	7.2	6.1
17. Personalities	1.7	1.8	4.3	2.3
18. Quiz, Games, etc.	2.0	.8	8.0	2.2
19. Sports Progs.	12.1	12.5	12.8	12.6
19a. News	5.6	5.3	5.3	5.3
19b. Events	6.5	7.2	7.3	7.3
20. Children's Progs.	17.6	17.9	16.0	17.5
20a. Youth Educ.	3.7	3.5	7.6	4.3
20b-f. Drama	2.9	2.6	4.0	2.9
20b. Crime, etc.	.5	.2	1.7	.5
20c. Comedy	.8	.9	.2	.7
20d. Fairy Tales	.8	.6	1.2	.7
20e. Serious	.3	.3	.7	.4
20f. Other	.6	.7	-	.5
20g. Variety	9.3	10.4	-	8.4
20h. Quiz, etc.	.7	.4	1.2	.6
20i. Other	1.0	1.0	2.7	1.4
21. Prog. Promo.	<u>.8</u>	<u>.7</u>	<u>1.8</u>	<u>.9</u>
TOTALS	100.0	100.0	100.0	100.0

\* Less than .05 percent.

Table III-5B-1. Television Programme Time in Programmes Produced in the United States by Percentage in Classes of Programme by Class of Station: Total for the Week, January 15-21, 1956. (in percent)

Class of Programme	CBC- English	CBC- French	CBC- Total	Private English	Private- French
1. News & Weather	-	-	-	-	-
2. Nature & Science	2.2	-	2.2	1.3	-
3. Foreign Lands	1.7	20.0	2.0	1.7	6.1
4. Pol. & Pub. Aff.	0.2	-	0.2	-	-
5. Soc. & Human Rel.	-	20.0	0.2	0.1	-
6. Misc. Information	0.8	-	1.6	1.1	-
7. Canadian Activ.	-	20.0	0.2	0.1	-
8. "Feedback" Progs.	-	-	-	-	-
9. Religion	2.8	-	2.9	2.7	2.8
10. Fine Arts, etc.	-	-	-	-	-
11. Dance	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-
13. Fam. Living, etc.	-	-	-	0.7	-
13a. Family Living	-	-	-	-	-
13b. Merchandising	-	-	-	0.7	-
14. Music Programmes	5.3	-	5.3	3.0	2.8
14a. Serious	2.7	-	2.8	-	-
14b. Light	0.2	-	0.2	0.9	2.8
14c. Popular	2.4	-	2.3	2.0	-
14d. Folk, etc.	-	-	-	0.1	-
15. Drama Programmes	55.0	40.0	54.8	61.0	38.0
15a. Serious	3.3	-	3.2	2.5	-
15b. Domestic	5.2	-	5.2	6.7	-
15c. Comedy	13.6	-	13.5	13.4	2.8
15d. Crime, etc.	25.9	40.0	26.0	32.1	28.1
15e. Romantic	3.7	-	3.7	3.9	-
15f. Musical Com.	-	-	-	0.7	-
15g. Other	3.3	-	3.2	1.7	7.1
16. Variety	10.4	-	10.3	10.2	14.1
17. Personalities	0.2	-	0.2	0.5	2.8
18. Quiz, Games, etc.	0.2	-	0.2	1.0	2.8
19. Sports Progs.	2.6	-	2.5	2.2	8.2
19a. News	-	-	-	0.1	-
19b. Events	2.6	-	2.5	2.1	8.2
20. Children's Progs.	17.7	-	17.4	14.4	22.4
20a. Youth Educ.	3.8	-	3.7	1.5	-
20b-f. Drama	13.6	-	13.5	12.9	22.4
20b. Crime, etc.	7.1	-	7.7	8.0	8.4
20c. Comedy	3.9	-	3.9	2.4	14.0
20d. Fairy Tales	-	-	-	-	-
20e. Serious	-	-	-	-	-
20f. Other	1.9	-	1.9	2.5	-
20g. Variety	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-
20i. Other	0.2	-	0.2	-	-
21. Prog. Promo.	-	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0	100.0

Table III-5B-2. Television Programme Time in Programmes Produced in the United States by Percentage in Classes of Programme by Class of Station: Total for the Week, January 15-21, 1956. (in percent)

Class of Programme	Private Total	All English	All French	All Canadian
1. News & Weather	-	-	-	-
2. Nature & Science	1.3	1.5	-	1.5
3. Foreign Lands	1.8	1.7	7.8	1.8
4. Pol. & Pub. Aff.	-	*	-	*
5. Soc. & Human Rel.	0.1	0.1	2.5	0.1
6. Misc. Information	1.1	1.2	-	1.2
7. Canadian Activ.	0.1	0.1	2.5	0.1
8. "Feedback" Progs.	-	-	-	-
9. Religion	2.7	2.7	2.5	2.7
10. Fine Arts, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, etc.	-	-	-	-
13. Fam. Living, etc.	0.6	0.5	-	0.5
13a. Family Living	-	-	-	-
13b. Merchandising	0.6	0.5	-	0.5
14. Music Programmes	2.9	3.5	2.5	3.5
14a. Serious	-	0.6	-	0.6
14b. Light	0.9	0.7	2.5	0.8
14c. Popular	1.9	2.1	-	2.0
14d. Folk, etc.	0.1	0.1	-	.1
15. Drama Programmes	60.5	59.7	38.2	59.3
15a. Serious	2.4	2.7	-	2.7
15b. Domestic	6.6	6.4	-	6.3
15c. Comedy	13.2	13.4	2.5	13.2
15d. Crime, etc.	32.0	30.7	29.5	30.7
15e. Romantic	3.8	3.8	-	3.7
15f. Musical Com.	0.7	0.5	-	0.5
15g. Other	1.9	2.1	6.2	2.2
16. Variety	10.3	10.2	12.1	10.3
17. Personalities	0.6	0.4	2.5	0.5
18. Quiz, Games, etc.	1.0	0.9	2.5	0.9
19. Sports Progs.	2.4	2.3	7.2	2.4
19a. News	0.1	0.1	-	0.1
19b. Events	2.3	2.2	7.2	2.3
20. Children's Progs.	14.6	15.2	19.7	15.2
20a. Youth Educ.	1.5	2.0	-	2.0
20b-f. Drama	13.1	13.1	19.7	13.2
20b. Crime, etc.	8.1	8.0	7.4	8.0
20c. Comedy	2.7	2.7	12.3	2.9
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	2.4	2.3	-	2.3
20g. Variety	-	-	-	-
20h. Quiz, etc.	-	-	-	-
20i. Other	-	0.1	-	0.1
21. Prog. Promo.	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0

\* Less than .05 percent.



Table III-5C-1. Television Programme Time in Programmes Produced in Other Countries by Percentage in Classes of Programme by Class of Station: Total for the Week, January 15-21, 1956. (in percent)

Class of Programme	CBC- English	CBC- French	CBC- Total	Private English	Private- French
1. News & Weather	-	-	-	-	-
2. Nature & Science	8.9	-	5.3	1.7	-
3. Foreign Lands	-	12.9	5.3	.8	9.3
4. Pol. & Pub. Aff.	-	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-	-
6. Misc. Information	-	-	-	5.1	-
7. Canadian Activ.	5.9	-	3.5	-	-
8. "Feedback" Progs.	-	-	-	-	-
9. Religion	-	-	-	-	-
10. Fine Arts, etc.	-	4.3	1.8	-	-
11. Dance	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-
13. Fam. Living, etc.	-	4.3	1.8	-	1.7
13a. Family Living	-	4.3	1.8	-	1.7
13b. Merchandising	-	-	-	-	-
14. Music Programmes	-	2.2	.9	.7	-
14a. Serious	-	-	-	-	-
14b. Light	-	-	-	.7	-
14c. Popular	-	2.2	.9	-	-
14d. Folk, etc.	-	-	-	-	-
15. Drama Programmes	64.5	63.3	64.0	90.0	87.3
15a. Serious	-	-	-	3.9	-
15b. Domestic	-	-	-	30.1	-
15c. Comedy	7.9	29.0	16.5	3.4	21.6
15d. Crime, etc.	30.8	-	18.3	22.9	3.4
15e. Romantic	8.1	34.4	18.8	4.9	50.8
15f. Musical Com.	-	-	-	-	-
15g. Other	17.7	-	10.5	24.9	11.6
16. Variety	-	-	-	-	-
17. Personalities	-	-	-	-	-
18. Quiz, Games, etc.	-	4.3	1.8	-	1.7
19. Sports Progs.	-	6.5	2.6	-	-
19a. News	-	4.3	1.8	-	-
19b. Events	-	2.2	.9	-	-
20. Children's Progs.	20.7	2.2	13.0	1.7	-
20a. Youth Educ.	3.0	-	1.8	-	-
20b-f. Drama	17.7	2.2	11.4	1.7	-
20b. Crime, etc.	17.7	-	10.5	-	-
20c. Comedy	-	-	-	-	-
20d. Fairy Tales	-	-	-	1.7	-
20e. Serious	-	-	-	-	-
20f. Other	-	2.2	.9	-	-
20g. Variety	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-
20i. Other	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0	100.0

Table III-5C-2. Television Programme Time in Programmes Produced in Other Countries by Percentage in Classes of Programme by Class of Station: Total for the Week, January 15-21, 1956. (in percent)

Class of Programme	Private Total	All English	All French	All Canadian
1. News & Weather	-	-	-	-
2. Nature & Science	1.1	4.3	-	2.7
3. Foreign Lands	3.7	.5	10.9	4.3
4. Pol. & Pub. Aff.	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-
6. Misc. Information	3.4	3.2	-	2.1
7. Canadian Activ.	-	2.1	-	1.4
8. "Feedback" Progs.	-	-	-	-
9. Religion	-	-	-	-
10. Fine Arts, etc.	-	-	1.9	.7
11. Dance	-	-	-	-
12. Agriculture, etc.	-	-	-	-
13. Fam. Living, etc.	.6	-	2.8	1.0
13a. Family Living	.6	-	2.8	1.0
13b. Merchandising	-	-	-	-
14. Music Programmes	.5	.5	.9	.6
14a. Serious	-	-	-	-
14b. Light	.5	.5	-	.3
14c. Popular	-	-	.9	.3
14d. Folk, etc.	-	-	-	-
15. Drama Programmes	89.0	80.8	77.0	79.4
15a. Serious	2.6	2.5	-	1.6
15b. Domestic	20.0	19.2	-	12.2
15c. Comedy	9.5	5.0	24.8	12.2
15d. Crime, etc.	16.4	25.8	1.9	17.1
15e. Romantic	20.3	6.0	43.7	19.7
15f. Musical Com.	-	-	-	-
15g. Other	20.4	22.3	6.6	16.6
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games, etc.	.6	-	2.8	1.0
19. Sports Progs.	-	-	2.8	1.0
19a. News	-	-	1.9	.7
19b. Events	-	-	.9	.3
20. Children's Progs.	1.1	8.6	.9	5.8
20a. Youth Educ.	-	1.1	-	.7
20b-f. Drama	1.1	7.5	.9	5.1
20b. Crime, etc.	-	6.4	-	4.1
20c. Comedy	-	-	-	-
20d. Fairy Tales	1.1	1.1	-	.7
20e. Serious	-	-	-	-
20f. Other	-	-	.9	.3
20g. Variety	-	-	-	-
20h. Quiz, etc.	-	-	-	-
20i. Other	-	-	-	-
21. Prog. Promo.	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0

Table III-6. Television Programme Time by Class of Programme and Nationality of Source: Total for the Week on CBC Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	CBC Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	--	-	100.0	100.0	-	-	100.0
2. Nature & Science	-	76.0	24.0	100.0	100.0	-	-	100.0
3. Foreign Lands	62.0	38.0	-	100.0	61.9	9.5	28.6	100.0
4. Pol. & Pub. Aff.	94.6	5.4	-	100.0	100.0	-	-	100.0
5. Soc. & Human Rel.	100.0	--	-	100.0	85.7	14.3	-	100.0
6. Misc. Information	-	100.0	-	100.0	-	-	-	-
7. Canadian Activ.	95.0	--	5.0	100.0	87.5	12.5	-	100.0
8. "Feedback" Progs.	-	--	-	-	-	-	-	-
9. Religion	33.6	66.4	-	100.0	100.0	-	-	100.0
10. Fine Arts, etc.	100.0	--	-	100.0	-	-	100.0	100.0
11. Dance	100.0	--	-	100.0	-	-	-	-
12. Agriculture, etc.	100.0	--	-	100.0	100.0	-	-	100.0
13. Fam. Liv., etc.	100.0	--	-	100.0	87.5	-	12.5	100.0
13a. Fam. Living	100.0	--	-	100.0	87.5	-	12.5	100.0
13b. Merchandising	-	--	-	-	-	-	-	-
14. Music Programmes	62.7	37.3	-	100.0	95.1	-	4.9	100.0
14a. Serious	20.8	79.2	-	100.0	100.0	-	-	100.0
14b. Light	84.1	15.9	-	100.0	100.0	-	-	100.0
14c. Popular	65.9	34.1	-	100.0	85.7	-	14.3	100.0
14d. Folk, etc.	100.0	--	-	100.0	100.0	-	-	100.0
15. Drama Programmes	9.6	82.6	7.8	100.0	48.9	6.1	45.0	100.0
15a. Serious	51.9	48.1	-	100.0	100.0	-	-	100.0
15b. Domestic	21.4	78.6	-	100.0	100.0	-	-	100.0
15c. Comedy	9.1	86.9	4.0	100.0	12.9	-	87.1	100.0
15d. Crime, etc.	-	91.3	8.7	100.0	50.0	50.0	-	100.0
15e. Romantic	-	85.1	14.9	100.0	-	-	100.0	100.0
15f. Musical Com.	-	--	-	-	100.0	-	-	100.0
15g. Other	-	69.9	30.1	100.0	-	-	-	-
16. Variety	31.3	68.7	-	100.0	100.0	-	-	100.0
17. Personalities	92.2	7.8	-	100.0	100.0	-	-	100.0
18. Quiz, Games, etc.	-	100.0	-	100.0	93.8	-	6.2	100.0
19. Sports Progs.	83.2	16.8	-	100.0	93.7	-	6.3	100.0
19a. News	100.0	--	-	100.0	86.6	-	13.4	100.0
19b. Events	76.4	23.6	-	100.0	96.9	-	3.1	100.0
20. Children's Prog.	40.9	54.0	5.1	100.0	98.8	-	1.2	100.0
20a. Youth Educ.	41.4	55.2	3.4	100.0	100.0	-	-	100.0
20b-f. Drama	11.8	79.9	8.3	100.0	94.1	-	5.9	100.0
20b. Crime, etc.	-	84.6	15.4	100.0	100.0	-	-	100.0
20c. Comedy	15.4	84.6	-	100.0	100.0	-	-	100.0
20d. Fairy Tales	100.0	--	-	100.0	100.0	-	-	100.0
20e. Serious	100.0	--	-	100.0	100.0	-	-	100.0
20f. Other	23.8	76.2	-	100.0	-	-	100.0	100.0
20g. Variety	100.0	--	-	100.0	-	-	-	-
20h. Quiz, etc.	-	--	-	-	100.0	-	-	100.0
20i. Other	75.0	25.0	-	100.0	100.0	-	-	100.0
21. Prog. Promo.	<u>100.0</u>	<u>--</u>	<u>-</u>	<u>100.0</u>	<u>100.0</u>	<u>-</u>	<u>-</u>	<u>100.0</u>
TOTALS	44.7	51.2	4.1	100.0	86.5	2.4	11.1	100.0

Table III-7. Television Programme Time by Class of Programme and Nationality of Source: Total for the Week on Private Stations (English and French), January 15-21, 1956 (in percent)

Class of Programme	Private Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	100.0	-	-	100.0
2. Nature & Science	4.4	91.0	4.6	100.0	100.0	-	-	100.0
3. Foreign Lands	5.3	92.9	1.8	100.0	37.4	27.3	35.3	100.0
4. Pol. & Pub. Aff.	100.0	-	-	100.0	100.0	-	-	100.0
5. Soc. & Human Rel.	95.3	4.7	-	100.0	100.0	-	-	100.0
6. Misc. Information	4.9	80.4	14.7	100.0	100.0	-	-	100.0
7. Canadian Activ.	98.9	1.1	-	100.0	100.0	-	-	100.0
8. "Feedback" Progs.	100.0	-	-	100.0	-	-	-	-
9. Religion	27.5	72.5	-	100.0	77.6	22.4	-	100.0
10. Fine Arts, etc.	100.0	-	-	100.0	100.0	-	-	100.0
11. Dance	100.0	-	-	100.0	-	-	-	-
12. Agriculture, etc.	100.0	-	-	100.0	100.0	-	-	100.0
13. Fam. Living, etc.	92.4	7.6	-	100.0	97.5	-	2.5	100.0
13a. Family Living	100.0	-	-	100.0	97.4	-	2.6	100.0
13b. Merchandising	33.0	67.0	-	100.0	100.0	-	-	100.0
14. Music Programmes	78.7	21.1	0.2	100.0	95.6	4.4	-	100.0
14a. Serious	100.0	-	-	100.0	100.0	-	-	100.0
14b. Light	44.0	54.2	1.8	100.0	86.2	13.8	-	100.0
14c. Popular	75.2	24.8	-	100.0	100.0	-	-	100.0
14d. Folk, etc.	95.2	4.8	-	100.0	100.0	-	-	100.0
15. Drama Programmes	7.3	87.6	5.1	100.0	37.1	21.4	41.5	100.0
15a. Serious	42.1	54.5	3.4	100.0	100.0	-	-	100.0
15b. Domestic	14.9	72.2	12.9	100.0	100.0	-	-	100.0
15c. Comedy	9.5	89.6	0.9	100.0	16.7	11.1	72.2	100.0
15d. Crime, etc.	0.7	96.5	2.8	100.0	21.5	71.2	7.3	100.0
15e. Romantic	-	95.2	4.8	100.0	16.4	-	83.6	100.0
15f. Musical Com.	-	100.0	-	100.0	100.0	-	-	100.0
15g. Other	2.8	61.9	35.3	100.0	-	42.0	58.0	100.0
16. Variety	32.6	67.4	-	100.0	78.3	21.7	-	100.0
17. Personalities	68.0	32.0	-	100.0	89.8	10.2	-	100.0
18. Quiz, Games, etc.	44.6	55.4	-	100.0	91.6	5.6	2.8	100.0
19. Sports Progs.	81.3	18.7	-	100.0	90.3	9.7	-	100.0
19a. News	97.8	2.2	-	100.0	100.0	-	-	100.0
19b. Events	71.5	28.5	-	100.0	81.5	18.5	-	100.0
20. Children's Progs.	51.5	48.3	0.2	100.0	72.6	27.4	-	100.0
20a. Youth Educ.	65.9	34.1	-	100.0	100.0	-	-	100.0
20b-f. Drama	14.6	85.0	0.4	100.0	50.1	49.9	-	100.0
20b. Crime, etc.	2.4	97.6	-	100.0	56.9	43.1	-	100.0
20c. Comedy	23.2	76.8	-	100.0	-	100.0	-	100.0
20d. Fairy Tales	88.7	-	11.3	100.0	100.0	-	-	100.0
20e. Serious	100.0	-	-	100.0	100.0	-	-	100.0
20f. Other	18.5	81.5	-	100.0	-	-	-	-
20g. Variety	100.0	-	-	100.0	-	-	-	-
20h. Quiz, etc.	100.0	-	-	100.0	100.0	-	-	100.0
20i. Other	100.0	-	-	100.0	100.0	-	-	100.0
21. Prog. Promo.	100.0	-	-	100.0	100.0	-	-	100.0
TOTALS	44.1	53.7	2.2	100.0	76.0	13.0	11.0	100.0



Table III-8. Television Programme Time by Class of Programme and Nationality of Source: Total for the Week on All Stations (English and French), January 15-21, 1956 (in percent)

Class of Programme	All Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	100.0	-	-	100.0
2. Nature & Science	2.8	85.6	11.6	100.0	100.0	-	-	100.0
3. Foreign Lands	28.9	70.1	1.0	100.0	51.3	17.2	31.5	100.0
4. Pol. & Pub. Aff.	98.5	1.5	-	100.0	100.0	-	-	100.0
5. Soc. & Human Rel.	96.5	3.5	-	100.0	91.4	8.6	-	100.0
6. Misc. Information	3.7	85.1	11.2	100.0	100.0	-	-	100.0
7. Canadian Activ.	97.7	0.8	1.5	100.0	94.3	5.7	-	100.0
8. "Feedback" Progs.	100.0	-	-	100.0	-	-	-	-
9. Religion	29.0	71.0	-	100.0	91.6	8.4	-	100.0
10. Fine Arts, etc.	100.0	-	-	100.0	60.5	-	39.5	100.0
11. Dance	100.0	-	-	100.0	-	-	-	-
12. Agriculture, etc.	100.0	-	-	100.0	100.0	-	-	100.0
13. Fam. Living, etc.	93.2	6.8	-	100.0	94.6	-	5.4	100.0
13a. Family Living	100.0	-	-	100.0	94.5	-	5.5	100.0
13b. Merchandising	33.0	67.0	-	100.0	100.0	-	-	100.0
14. Music Programmes	75.1	24.7	0.2	100.0	95.4	3.1	1.5	100.0
14a. Serious	71.4	28.6	-	100.0	100.0	-	-	100.0
14b. Light	52.4	46.2	1.4	100.0	89.2	10.8	-	100.0
14c. Popular	73.4	26.6	-	100.0	95.4	-	4.6	100.0
14d. Folk, etc.	96.1	3.9	-	100.0	100.0	-	-	100.0
15. Drama Programmes	7.8	86.5	5.7	100.0	41.1	16.2	42.7	100.0
15a. Serious	45.0	52.6	2.4	100.0	100.0	-	-	100.0
15b. Domestic	16.0	73.3	10.7	100.0	100.0	-	-	100.0
15c. Comedy	9.4	89.0	1.6	100.0	14.9	6.0	79.1	100.0
15d. Crime, etc.	0.6	95.5	3.9	100.0	27.8	66.5	5.7	100.0
15e. Romantic	-	92.9	7.1	100.0	11.4	-	88.6	100.0
15f. Musical Com.	-	100.0	-	100.0	100.0	-	-	100.0
15g. Other	1.9	64.5	33.6	100.0	-	42.0	58.0	100.0
16. Variety	32.3	67.7	-	100.0	84.9	15.1	-	100.0
17. Personalities	76.5	23.5	-	100.0	94.4	5.6	-	100.0
18. Quiz, Games, etc.	43.0	57.0	-	100.0	92.6	3.0	4.4	100.0
19. Sports Progs.	81.8	18.2	-	100.0	91.8	5.4	2.8	100.0
19a. News	98.3	1.7	-	100.0	95.4	-	4.6	100.0
19b. Events	72.9	27.1	-	100.0	89.3	9.1	1.6	100.0
20. Children's Progs.	49.0	49.6	1.4	100.0	88.0	11.3	0.7	100.0
20a. Youth Educ.	58.5	40.5	1.0	100.0	100.0	-	-	100.0
20b-f. Drama	13.9	83.8	2.3	100.0	65.4	32.6	2.0	100.0
20b. Crime, etc.	1.8	94.5	3.7	100.0	70.0	30.0	-	100.0
20c. Comedy	20.9	79.1	-	100.0	16.7	83.3	-	100.0
20d. Fairy Tales	89.9	-	10.1	100.0	100.0	-	-	100.0
20e. Serious	100.0	-	-	100.0	100.0	-	-	100.0
20f. Other	19.5	80.5	-	100.0	-	-	100.0	100.0
20g. Variety	100.0	-	-	100.0	-	-	-	-
20h. Quiz, etc.	100.0	-	-	100.0	100.0	-	-	100.0
20i. Other	94.1	5.9	-	100.0	100.0	-	-	100.0
21. Prog. Promo.	100.0	-	-	100.0	100.0	-	-	100.0
TOTALS	44.3	53.1	2.6	100.0	80.5	8.4	11.1	100.0

Table III-9. Television Programme Time by Class of Programme and Nationality of Source: Total for the Week on all Stations (CBC and Private), January 15-21, 1956. (in percent)

Class of Programme	All Stations							
	CBC				Private			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	100.0	-	-	100.0
2. Nature & Science	13.8	65.5	20.7	100.0	9.1	86.6	4.3	100.0
3. Foreign Lands	61.9	28.0	10.1	100.0	12.5	78.1	9.4	100.0
4. Pol. & Pub. Aff.	95.7	4.3	-	100.0	100.0	-	-	100.0
5. Soc. & Human Rel.	94.7	5.3	-	100.0	95.9	4.1	-	100.0
6. Misc. Information	-	100.0	-	100.0	7.1	78.5	14.4	100.0
7. Canadian Activ.	93.8	2.1	4.1	100.0	99.0	1.0	-	100.0
8. "Feedback" Progs.	-	-	-	-	100.0	-	-	100.0
9. Religion	53.0	47.0	-	100.0	31.3	68.7	-	100.0
10. Fine Arts, etc.	91.7	-	8.3	100.0	100.0	-	-	100.0
11. Dance	100.0	-	-	100.0	100.0	-	-	100.0
12. Agriculture, etc.	100.0	-	-	100.0	100.0	-	-	100.0
13. Fam. Living, etc.	95.7	-	4.3	100.0	93.1	6.6	0.3	100.0
13a. Family Living	95.7	-	4.3	100.0	99.6	-	0.4	100.0
13b. Merchandising	-	-	-	-	34.4	65.6	-	100.0
14. Music Programmes	67.3	31.9	0.8	100.0	80.3	19.5	0.2	100.0
14a. Serious	38.0	62.0	-	100.0	100.0	-	-	100.0
14b. Light	87.9	12.1	-	100.0	53.8	44.8	1.4	100.0
14c. Popular	68.0	30.5	1.5	100.0	76.7	23.3	-	100.0
14d. Folk, etc.	100.0	-	-	100.0	95.3	4.7	-	100.0
15. Drama Programmes	13.7	74.6	11.7	100.0	8.9	83.8	7.3	100.0
15a. Serious	59.0	41.0	-	100.0	46.8	50.1	3.1	100.0
15b. Domestic	35.2	64.8	-	100.0	19.5	68.3	12.2	100.0
15c. Comedy	9.5	77.8	12.7	100.0	9.7	86.6	3.7	100.0
15d. Crime, etc.	1.7	89.9	8.4	100.0	1.3	95.8	2.9	100.0
15e. Romantic	-	59.3	40.7	100.0	3.8	73.1	23.1	100.0
15f. Musical Com.	100.0	-	-	100.0	16.4	83.6	-	100.0
15g. Other	-	69.9	30.1	100.0	2.5	59.4	38.1	100.0
16. Variety	40.5	59.5	-	100.0	36.9	63.1	-	100.0
17. Personalities	95.2	4.8	-	100.0	74.4	25.6	-	100.0
18. Quiz, Games, etc.	88.2	5.9	5.9	100.0	63.4	35.5	1.1	100.0
19. Sports Progs.	86.1	12.2	1.7	100.0	82.6	17.4	-	100.0
19a. News	96.2	-	3.8	100.0	98.2	1.8	-	100.0
19b. Events	81.8	17.4	0.8	100.0	72.7	27.3	-	100.0
20. Children's Prog.	54.3	41.5	4.2	100.0	52.8	47.0	0.2	100.0
20a. Youth Educ.	66.0	32.0	2.0	100.0	70.0	30.0	-	100.0
20b.-f. Drama	20.5	71.4	8.1	100.0	16.9	82.7	0.4	100.0
20b. Crime, etc.	7.1	78.6	14.3	100.0	5.3	94.7	-	100.0
20c. Comedy	19.5	80.5	-	100.0	20.9	79.1	-	100.0
20d. Fairy Tales	100.0	-	-	100.0	91.6	-	8.4	100.0
20e. Serious	100.0	-	-	100.0	100.0	-	-	100.0
20f. Other	22.7	72.7	4.6	100.0	18.5	81.5	-	100.0
20g. Variety	100.0	-	-	100.0	100.0	-	-	100.0
20h. Quiz, etc.	100.0	-	-	100.0	100.0	-	-	100.0
20i. Other	92.9	7.1	-	100.0	100.0	-	-	100.0
21. Prog. Promo.	100.0	-	-	100.0	100.0	-	-	100.0
TOTALS	53.2	41.3	5.5	100.0	47.0	50.1	2.9	100.0

Table III-10. Television Programme Time by Class of Programme and Nationality of Source: Total for the Week on All Stations and Two U. S. Border Stations, January 15-21, 1956 (in percent)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	-	100.0	-	100.0
2. Nature & Science	10.9	78.5	10.6	100.0	-	100.0	-	100.0
3. Foreign Lands	35.2	55.1	9.7	100.0	-	40.0	60.0	100.0
4. Pol. & Pub. Aff.	98.6	1.4	-	100.0	-	100.0	-	100.0
5. Soc. & Human Rel.	95.5	4.5	-	100.0	-	100.0	-	100.0
6. Misc. Information	5.4	83.6	11.0	100.0	-	100.0	-	100.0
7. Canadian Activ.	97.3	1.3	1.4	100.0	-	100.0*	-	100.0*
8. "Feedback" Prog.	100.0	-	-	100.0	-	-	-	-
9. Religion	37.8	62.2	-	100.0	-	100.0	-	100.0
10. Fine Arts, etc.	95.8	-	4.2	100.0	-	-	-	-
11. Dance	100.0	-	-	100.0	-	-	-	-
12. Agriculture, etc.	100.0	-	-	100.0	-	-	-	-
13. Fam. Living, etc.	93.4	5.7	0.9	100.0	-	100.0	-	100.0
13a. Family Living	99.0	-	1.0	100.0	-	100.0	-	100.0
13b. Merchandising	34.4	65.6	-	100.0	-	100.0	-	100.0
14. Music Programmes	77.3	22.4	0.3	100.0	-	100.0	-	100.0
14a. Serious	77.6	22.4	-	100.0	-	-	-	-
14b. Light	61.0	37.9	1.1	100.0	-	100.0	-	100.0
14c. Popular	74.9	24.8	0.3	100.0	-	100.0	-	100.0
14d. Folk, etc.	96.3	3.7	-	100.0	-	100.0	-	100.0
15. Drama Programmes	10.0	81.8	8.2	100.0	-	91.4	8.6	100.0
15a. Serious	50.6	47.3	2.1	100.0	-	75.0	25.0	100.0
15b. Domestic	22.5	67.6	9.9	100.0	-	100.0	-	100.0
15c. Comedy	9.7	84.5	5.8	100.0	-	89.9	10.1	100.0
15d. Crime, etc.	1.4	94.7	3.9	100.0	-	92.5	7.5	100.0
15e. Romantic	2.9	69.6	27.5	100.0	-	100.0	-	100.0
15f. Musical Com.	28.2	71.8	-	100.0	-	100.0	-	100.0
15g. Other	1.7	62.5	35.8	100.0	-	92.5	7.5	100.0
16. Variety	37.7	62.3	-	100.0	-	100.0	-	100.0
17. Personalities	82.4	17.6	-	100.0	-	100.0	-	100.0
18. Quiz, Games, etc.	70.2	27.4	2.4	100.0	-	100.0	-	100.0
19. Sports Progs.	83.6	15.9	0.5	100.0	-	100.0	-	100.0
19a. News	97.7	1.4	0.9	100.0	-	100.0	-	100.0
19b. Events	75.7	24.1	0.2	100.0	-	100.0	-	100.0
20. Children's Progs.	53.2	45.5	1.3	100.0	-	100.0	-	100.0
20a. Youth Educ.	68.4	30.8	0.8	100.0	-	100.0	-	100.0
20b-f. Drama	17.8	79.9	2.3	100.0	-	100.0	-	100.0
20b. Crime, etc.	5.8	90.7	3.5	100.0	-	100.0	-	100.0
20c. Comedy	20.5	79.5	-	100.0	-	100.0	-	100.0
20d. Fairy Tales	93.3	-	6.7	100.0	-	-	-	-
20e. Serious	100.0	-	-	100.0	-	-	-	-
20f. Other	19.3	79.8	0.9	100.0	-	100.0	-	100.0
20g. Variety	100.0	-	-	100.0	-	100.0	-	100.0
20h. Quiz, etc.	100.0	-	-	100.0	-	-	-	-
20i. Other	96.4	3.6	-	100.0	-	100.0	-	100.0
21. Prog. Promo.	100.0	-	-	100.0	-	-	-	-
TOTALS	48.5	47.9	3.6	100.0	-	95.6	4.4	100.0

\* U. S. Activities and Heritage.



Table III-11. Television Programme Time by Class of Programme and Origin within Canada: Total for the Week on CBC Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	CBC Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	578	-	655	1,233	-	-	330	330
2. Nature & Science	-	105	270	375	-	-	60	60
3. Foreign Lands	-	41	540	581	-	15	300	315
4. Pol. & Pub. Aff.	30	-	435	465	-	-	120	120
5. Soc. & Human Rel.	-	-	360	360	-	-	210	210
6. Misc. Information	-	15	180	195	-	-	-	-
7. Canadian Activ.	186	135	880	1,201	-	30	210	240
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	536	536	-	-	222	222
10. Fine Arts, etc.	-	-	330	330	-	-	30	30
11. Dance	-	-	182	182	-	-	-	-
12. Agriculture, etc.	-	-	180	180	-	-	60	60
13. Fam. Living, etc.	-	-	450	450	-	-	240	240
13a. Family Living	-	-	450	450	-	-	240	240
13b. Merchandising	-	-	-	-	-	-	-	-
14. Music Programmes	60	481	1,261	1,802	-	15	290	305
14a. Serious	30	446	257	433	-	-	120	120
14b. Light	-	35	154	189	-	-	60	60
14c. Popular	-	270	610	880	-	15	90	105
14d. Folk, etc.	30	30	240	300	-	-	20	20
15. Drama Programmes	-	4,471	3,961	8,432	-	-	982	982
15a. Serious	-	117	750	867	-	-	150	150
15b. Domestic	-	153	690	843	-	-	180	180
15c. Comedy	-	1,206	780	1,986	-	-	232	232
15d. Crime, etc.	-	2,266	1,321	3,587	-	-	120	120
15e. Romantic	-	431	120	551	-	-	240	240
15f. Musical Com.	-	-	-	-	-	-	60	60
15g. Other	-	298	300	598	-	-	-	-
16. Variety	60	150	1,712	1,922	-	-	300	300
17. Personalities	176	30	180	386	-	-	240	240
18. Quiz, Games, etc.	-	-	30	30	-	-	480	480
19. Sports Progs.	660	259	1,014	1,933	-	15	700	715
19a. News	269	10	281	560	-	-	224	224
19b. Events	391	249	733	1,373	-	15	476	491
20. Children's Progs.	-	405	3,735	4,140	-	15	1,230	1,245
20a. Youth Educ.	-	60	810	870	-	-	630	630
20b-f. Drama	-	315	1,845	2,160	-	15	240	255
20b. Crime, etc.	-	120	1,050	1,170	-	-	90	90
20c. Comedy	-	195	390	585	-	-	30	30
20d. Fairy Tales	-	-	30	30	-	-	60	60
20e. Serious	-	-	60	60	-	-	60	60
20f. Other	-	-	315	315	-	15	-	15
20g. Variety	-	-	990	990	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	60	60
20i. Other	-	30	90	120	-	-	300	300
21. Prog. Promo.	5	-	-	5	-	-	180	180
TOTALS	1,755	6,092	16,891	24,738	-	90	6,184	6,274



Table III-12. Television Programme Time by Class of Programme and Origin within Canada: Total for the Week on Private Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	Private Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	3,273	166	1,458	4,897	262	-	382	644
2. Nature & Science	15	99	545	659	4	-	30	34
3. Foreign Lands	43	337	435	815	-	178	60	238
4. Pol. & Pub. Aff.	54	-	1,122	1,176	-	-	85	85
5. Soc. & Human Rel.	60	20	1,011	1,091	5	15	120	140
6. Misc. Information	30	137	451	618	15	-	-	15
7. Canadian Activ.	449	115	2,148	2,712	25	-	261	286
8. "Feedback" Progs.	8	-	-	8	-	-	-	-
9. Religion	272	313	1,056	1,641	15	-	119	134
10. Fine Arts, etc.	40	-	271	311	-	46	-	46
11. Dance	-	-	60	60	-	-	-	-
12. Agriculture, etc.	122	15	443	580	-	-	91	91
13. Fam. Living, etc.	3,191	393	319	3,903	470	-	121	591
13a. Family Living	3,046	98	319	3,463	460	-	121	581
13b. Merchandising	145	295	-	440	10	-	-	10
14. Music Programmes	862	1,329	4,142	6,333	108	102	466	676
14a. Serious	46	8	712	766	30	-	180	210
14b. Light	105	401	210	716	63	35	119	217
14c. Popular	355	860	2,380	3,595	15	67	137	219
14d. Folk, etc.	356	60	840	1,256	-	-	30	30
15. Drama Programmes	40	18,644	12,571	31,255	-	927	976	1,903
15a. Serious	-	115	1,949	2,064	-	-	180	180
15b. Domestic	-	1,865	2,312	4,177	-	-	240	240
15c. Comedy	5	3,758	2,942	6,705	-	195	75	270
15d. Crime, etc.	-	11,115	3,810	14,925	-	182	241	423
15e. Romantic	-	1,062	755	1,817	-	369	180	549
15f. Musical Com.	-	306	-	306	-	-	60	60
15g. Other	35	423	803	1,261	-	181	-	181
16. Variety	352	269	6,146	6,767	60	-	631	691
17. Personalities	425	228	60	713	16	15	262	293
18. Quiz, Games, etc.	310	259	240	809	241	30	267	538
19. Sports Progs.	1,255	956	3,188	5,399	135	58	718	911
19a. News	1,173	74	775	2,022	135	-	300	435
19b. Events	82	882	2,413	3,377	-	58	418	476
20. Children's Progs.	899	2,741	9,780	13,420	30	150	695	875
20a. Youth Educ.	15	59	1,926	2,000	-	-	273	273
20b-f. Drama	75	2,613	4,133	6,821	-	150	331	481
20b. Crime, etc.	-	2,046	1,654	3,700	-	60	149	209
20c. Comedy	30	477	895	1,402	-	90	60	150
20d. Fairy Tales	45	60	161	266	-	-	91	91
20e. Serious	-	-	90	90	-	-	31	31
20f. Other	-	30	1,333	1,363	-	-	-	-
20g. Variety	490	69	3,451	4,010	-	-	-	-
20h. Quiz, etc.	199	-	-	199	30	-	60	90
20i. Other	120	-	270	390	-	-	31	31
21. Prog. Promo.	227	60	29	316	35	-	-	35
TOTALS	11,927	26,081	45,475	83,483	1,421	1,521	5,284	8,226

Table III-13. Television Programme Time by Class of Programme and Origin Within Canada: Total for the Week on All Stations (English and French), January 15-21, 1956 (in minutes)

Class of Programme	All Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	3,851	166	2,113	6,130	262	-	712	974
2. Nature & Science	15	204	815	1,034	4	-	90	94
3. Foreign Lands	43	378	975	1,396	-	193	360	553
4. Pol. & Pub. Aff.	84	-	1,557	1,641	-	-	205	205
5. Soc. & Human Rel.	60	20	1,371	1,451	5	15	330	350
6. Misc. Information	30	152	631	813	15	-	-	15
7. Canadian Activ.	635	250	3,028	3,913	25	30	471	526
8. "Feedback" Progs.	8	-	-	8	-	-	-	-
9. Religion	272	313	1,592	2,177	15	-	341	356
10. Fine Arts, etc.	40	-	601	641	-	46	30	76
11. Dance	-	-	242	242	-	-	-	-
12. Agriculture, etc.	122	15	623	760	-	-	151	151
13. Fam. Living, etc.	3,191	393	769	4,353	470	-	361	831
13a. Family Living	3,046	98	769	3,913	460	-	361	821
13b. Merchandising	145	295	-	440	10	-	-	10
14. Music Programmes	922	1,810	5,403	8,135	108	117	756	981
14a. Serious	76	154	969	1,199	30	-	300	330
14b. Light	105	436	364	905	63	35	179	277
14c. Popular	355	1,130	2,990	4,475	15	82	227	324
14d. Folk, etc.	386	90	1,080	1,556	-	-	50	50
15. Drama Programmes	40	23,115	16,532	39,687	-	927	1,958	2,885
15a. Serious	-	232	2,699	2,931	-	-	330	330
15b. Domestic	-	2,018	3,002	5,020	-	-	420	420
15c. Comedy	5	4,964	3,722	8,691	-	195	307	502
15d. Crime, etc.	-	13,381	5,131	18,512	-	182	361	543
15e. Romantic	-	1,493	875	2,368	-	369	420	789
15f. Musical Com.	-	306	-	306	-	-	120	120
15g. Other	35	721	1,103	1,859	-	181	-	181
16. Variety	412	419	7,858	8,689	60	-	931	991
17. Personalities	601	258	240	1,099	16	15	502	533
18. Quiz, Games, etc.	310	259	270	839	241	30	747	1,018
19. Sports Progs.	1,915	1,215	4,202	7,332	135	73	1,418	1,626
19a. News	1,442	84	1,056	2,582	135	-	524	659
19b. Events	473	1,131	3,146	4,750	-	73	894	967
20. Children's Progs.	899	3,146	13,515	17,560	30	165	1,925	2,120
20a. Youth Educ.	15	119	2,736	2,870	-	-	903	903
20b-f. Drama	75	2,928	5,978	8,981	-	165	571	736
20b. Crime, etc.	-	2,166	2,704	4,870	-	60	239	299
20c. Comedy	30	672	1,285	1,987	-	90	90	180
20d. Fairy Tales	45	60	191	296	-	-	151	151
20e. Serious	-	-	150	150	-	-	91	91
20f. Other	-	30	1,648	1,678	-	15	-	15
20g. Variety	490	69	4,441	5,000	-	-	-	-
20h. Quiz, etc.	199	-	-	199	30	-	120	150
20i. Other	120	30	360	510	-	-	331	331
21. Prog. Promo.	232	60	29	321	35	-	180	215
TOTALS	13,682	32,173	62,366	108,221	1,421	1,611	11,468	14,500

Table III-14. Television Programme Time by Class of Programme and Origin Within Canada: Total for the Week on All Stations (CBC and Private), January 15-21, 1956 (in minutes)

Class of Programme	All Stations							
	CBC Stations				Private Stations			
	Local Live	Local Re-corded	Local Net-work	Total	Local Live	Local Re-corded	Local Net-work	Total
1. News & Weather	578	-	985	1,563	3,535	166	1,840	5,541
2. Nature & Science	-	105	330	435	19	99	575	693
3. Foreign Lands	-	56	840	896	43	515	495	1,053
4. Pol. & Pub. Aff.	30	-	555	585	54	-	1,207	1,261
5. Soc. & Human Rel.	-	-	570	570	65	35	1,131	1,231
6. Misc. Information	-	15	180	195	45	137	451	633
7. Canadian Activ.	186	165	1,090	1,441	474	115	2,409	2,998
8. "Feedback" Progs.	-	-	-	-	8	-	-	8
9. Religion	-	-	758	758	287	313	1,175	1,775
10. Fine Arts, etc.	-	-	360	360	40	46	271	357
11. Dance	-	-	182	182	-	60	-	60
12. Agriculture, etc.	-	-	240	240	122	15	534	671
13. Fam. Living, etc.	-	-	690	690	3,661	393	440	4,494
13a. Family Living	-	-	690	690	3,506	98	440	4,044
13b. Merchandising	-	-	-	-	155	295	-	450
14. Music Programmes	60	496	1,551	2,107	970	1,431	4,608	7,009
14a. Serious	30	146	377	553	76	8	892	976
14b. Light	-	35	214	249	168	436	329	933
14c. Popular	-	285	700	985	370	927	2,517	3,814
14d. Folk, etc.	30	30	260	320	356	60	870	1,286
15. Drama Programmes	-	4,471	4,943	9,414	40	19,571	13,547	33,158
15a. Serious	-	117	900	1,017	-	115	2,129	2,244
15b. Domestic	-	153	870	1,023	-	1,865	2,552	4,417
15c. Comedy	-	1,206	1,012	2,218	5	3,953	3,017	6,975
15d. Crime, etc.	-	2,266	1,441	3,707	-	11,297	4,051	15,348
15e. Romantic	-	431	360	791	-	1,431	935	2,366
15f. Musical Com.	-	-	60	60	-	306	60	366
15g. Other	-	298	300	598	35	604	803	1,442
16. Variety	60	150	2,012	2,222	412	269	6,777	7,458
17. Personalities	176	30	420	626	441	243	322	1,006
18. Quiz, Games, etc.	-	-	510	510	551	289	507	1,347
19. Sports Progs.	660	274	1,714	2,648	1,390	1,014	3,906	6,310
19a. News	269	10	505	784	1,308	74	1,075	2,457
19b. Events	391	264	1,209	1,864	82	940	2,831	3,853
20. Children's Progs.	-	420	4,965	5,385	929	2,891	10,475	14,295
20a. Youth Educ.	-	60	1,440	1,500	15	59	2,199	2,273
20b-f. Drama	-	330	2,085	2,415	75	2,763	4,464	7,302
20b. Crime, etc.	-	120	1,140	1,260	-	2,106	1,803	3,909
20c. Comedy	-	195	420	615	30	567	955	1,552
20d. Fairy Tales	-	-	90	90	45	60	252	357
20e. Serious	-	-	120	120	-	-	121	121
20f. Other	-	15	315	330	-	30	1,333	1,363
20g. Variety	-	-	990	990	490	69	3,451	4,010
20h. Quiz, etc.	-	-	60	60	229	-	60	289
20i. Other	-	30	390	420	120	-	301	421
21. Prog. Promo.	5	-	180	185	262	60	29	351
TOTALS	1,755	6,182	23,075	31,012	13,348	27,602	50,759	91,709



Table III-15. Television Programme Time by Class of Programme and Origin Within Canada: Total for the Week on All Stations and Two U. S. Border Stations, January 15-21, 1956 (in Minutes)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Local				Local			
	Local Live	Re-corded	Net-work	Total	Local Live	Re-corded	Net-work	Total
1. News & Weather	4,113	166	2,825	7,104	490	-	330	820
2. Nature & Science	19	204	905	1,128	30	-	60	90
3. Foreign Lands	43	571	1,335	1,949	-	60	90	150
4. Pol. & Pub. Aff.	84	-	1,762	1,846	15	-	-	15
5. Soc. & Human Rel.	65	35	1,701	1,801	60	-	-	60
6. Misc. Information	45	152	631	828	-	-	38	38
7. Canadian Activ.	660	280	3,499	4,439	-	-	8*	8*
8. "Feedback" Progs.	8	-	-	8	-	-	-	-
9. Religion	287	313	1,933	2,533	60	120	60	240
10. Fine Arts, etc.	40	46	631	717	-	-	-	-
11. Dance	-	-	242	242	-	-	-	-
12. Agriculture, etc.	122	15	774	911	-	-	-	-
13. Fam. Living, etc.	3,661	393	1,130	5,184	525	-	-	525
13a. Family Living	3,506	98	1,130	4,734	450	-	-	450
13b. Merchandising	155	295	-	450	75	-	-	75
14. Music Programmes	1,030	1,927	6,159	9,116	30	60	120	210
14a. Serious	106	154	1,269	1,529	-	-	-	-
14b. Light	168	471	543	1,182	-	30	-	30
14c. Popular	370	1,212	3,217	4,799	30	30	90	150
14d. Folk, etc.	386	90	1,130	1,606	-	-	30	30
15. Drama Programmes	40	24,042	18,490	42,572	-	3,650	2,489	6,139
15a. Serious	-	232	3,029	3,261	-	105	375	480
15b. Domestic	-	2,018	3,422	5,440	-	30	540	570
15c. Comedy	5	5,159	4,029	9,193	-	950	825	1,775
15d. Crime, etc.	-	13,563	5,492	19,055	-	1,950	652	2,602
15e. Romantic	-	1,862	1,295	3,157	-	160	60	220
15f. Musical Com.	-	306	120	426	-	85	7	92
15g. Other	35	902	1,103	2,040	-	370	30	400
16. Variety	472	419	8,789	9,680	195	-	1,080	1,275
17. Personalities	617	273	742	1,632	90	15	240	345
18. Quiz, Games, etc.	551	289	1,017	1,857	-	-	780	780
19. Sports Progs.	2,050	1,288	5,620	8,958	45	60	285	390
19a. News	1,577	84	1,580	3,241	45	-	-	45
19b. Events	473	1,204	4,040	5,717	-	60	285	345
20. Children's Progs.	929	3,311	15,440	19,680	370	1,585	905	2,860
20a. Youth Educ.	15	119	3,639	3,773	-	-	120	120
20b-f. Drama	75	3,093	6,549	9,717	-	1,585	315	1,900
20b. Crime, etc.	-	2,226	2,943	5,169	-	920	120	1,040
20c. Comedy	30	762	1,375	2,167	-	515	165	680
20d. Fairy Tales	45	60	342	447	-	-	-	-
20e. Serious	-	-	241	241	-	-	-	-
20f. Other	-	45	1,648	1,693	-	150	30	180
20g. Variety	490	69	4,441	5,000	370	-	195	565
20h. Quiz, etc.	229	-	120	349	-	-	-	-
20i. Other	120	30	691	841	-	-	275	275
21. Prog. Promo	267	60	209	536	-	-	-	-
TOTALS	15,103	33,784	73,834	122,721	1,910	5,550	6,485	13,945

\* U. S. Activities and Heritage.



Table III-15-A. Television Programme Time in Local Live Programmes by  
 Percentage in Class of Programme by Class of Station:  
 Total for the Week, January 15-21, 1956.  
 (in percent)

Class of Programme	CBC		Private		All	
	English	French	English	French	Canadian Stations	Two U. S. Border Stations
1. News & Weather	32.9	-	27.4	18.4	27.2	25.6
2. Nature & Science	-	-	0.1	0.3	0.1	1.6
3. Foreign Lands	-	-	0.4	-	0.3	-
4. Pol. & Pub. Aff.	1.7	-	0.5	-	0.6	0.8
5. Soc. & Human Rel.	-	-	0.5	0.3	0.4	3.1
6. Misc. Information	-	-	0.3	1.1	0.3	-
7. Canadian Activ.	10.7	-	3.8	1.8	4.4	-
8. "Feedback" Progs.	-	-	.1	-	0.1	-
9. Religion	-	-	2.3	1.1	1.9	3.1
10. Fine Arts, etc.	-	-	0.3	-	0.3	-
11. Dance	-	-	-	-	-	-
12. Agriculture, etc.	-	-	1.0	-	0.8	-
13. Fam. Living, etc.	-	-	26.7	33.1	24.2	27.5
13a. Family Living	-	-	25.5	32.4	23.2	23.6
13b. Merchandising	-	-	1.2	0.7	1.0	3.9
14. Music Programmes	3.4	-	7.2	7.6	6.8	1.6
14a. Serious	1.7	-	0.4	2.1	0.7	-
14b. Light	-	-	0.8	4.4	1.1	-
14c. Popular	-	-	3.0	1.1	2.4	1.6
14d. Folk, etc.	1.7	-	3.0	-	2.6	-
15. Drama Programmes	-	-	0.3	-	0.3	-
15a. Serious	-	-	-	-	-	-
15b. Domestic	-	-	-	-	-	-
15c. Comedy	-	-	#	-	#	-
15d. Crime, etc.	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-
15g. Other	-	-	0.3	-	0.2	-
16. Variety	3.4	-	3.0	4.2	3.1	10.2
17. Personalities	10.0	-	3.6	1.1	4.1	4.7
18. Quiz, Games, etc.	-	-	2.6	17.0	3.6	-
19. Sports Progs.	37.6	-	10.5	9.5	13.6	2.4
19a. News	15.3	-	9.9	9.5	10.5	2.4
19b. Events	22.3	-	0.6	-	3.1	-
20. Children's Progs.	-	-	7.5	2.1	6.1	19.4
20a. Youth Educ.	-	-	.1	-	0.1	-
20b-f. Drama	-	-	.6	-	0.5	-
20b. Crime, etc.	-	-	-	-	-	-
20c. Comedy	-	-	.2	-	0.2	-
20d. Fairy Tales	-	-	.4	-	0.3	-
20e. Serious	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-
20g. Variety	-	-	4.1	-	3.2	19.4
20h. Quiz, etc.	-	-	1.7	2.1	1.5	-
20i. Other	-	-	1.0	-	0.8	-
21. Prog. Promo.	<u>0.3</u>	<u>-</u>	<u>1.9</u>	<u>2.4</u>	<u>1.8</u>	<u>-</u>
TOTALS	100.0	-	100.0	100.0	100.0	100.0

# Less than .05 percent

Table III-15-B. Television Programme Time in Local Recorded Programmes  
by Percentage in Class of Programme by Class of Station:  
Total for the Week, January 15-21, 1956.  
(in percent)

Class of Programme	CBC		Private		All	
	English	French	English	French	Canadian Stations	Two U. S. Border Stations
1. News & Weather	-	-	0.6	-	0.5	-
2. Nature & Sciences	1.7	-	0.4	-	0.6	-
3. Foreign Lands	0.7	16.6	1.3	11.7	1.7	1.0
4. Pol. & Pub. Aff.	-	-	-	-	-	-
5. Soc. & Human Rel.	-	-	0.1	1.0	0.1	-
6. Misc. Information	0.2	-	0.5	-	0.5	-
7. Canadian Activ.	2.2	33.3	0.4	-	0.8	-
8. "Feedback" Progs.	-	-	-	-	-	-
9. Religion	-	-	1.2	-	0.9	2.2
10. Fine Arts, etc.	-	-	-	3.0	0.1	-
11. Dance	-	-	-	-	-	-
12. Agriculture, etc.	-	-	0.1	-	#	-
13. Fam. Living, etc.	-	-	1.5	-	1.2	-
13a. Family Living	-	-	.4	-	0.3	-
13b. Merchandising	-	-	1.1	-	0.9	-
14. Music Programmes	7.9	16.7	5.1	6.7	5.7	1.1
14a. Serious	2.4	-	#	-	0.4	-
14b. Light	0.6	-	1.5	2.3	1.4	0.5
14c. Popular	4.4	16.7	3.3	4.4	3.6	0.6
14d. Folk, etc.	0.5	-	0.2	-	0.3	-
15. Drama Programmes	73.4	-	71.5	60.9	71.2	65.7
15a. Serious	1.9	-	0.4	-	0.7	1.9
15b. Domestic	2.5	-	7.2	-	6.0	0.5
15c. Comedy	19.8	-	14.4	12.8	15.3	17.1
15d. Crime, etc.	37.2	-	42.6	11.9	40.1	35.1
15e. Romantic	7.1	-	4.1	24.3	5.5	2.9
15f. Musical Com.	-	-	1.2	-	0.9	1.5
15g. Other	4.9	-	1.6	11.9	2.7	6.7
16. Variety	2.5	-	1.0	-	1.2	-
17. Personalities	.5	-	0.9	1.0	0.8	0.3
18. Quiz, Games, etc.	-	-	1.0	2.0	0.9	-
19. Sports Progs.	4.3	16.7	3.7	3.8	3.8	1.1
19a. News	.2	-	0.3	-	0.2	-
19b. Events	4.1	16.7	3.4	3.8	3.6	1.1
20. Children's Progs.	6.6	16.7	10.5	9.9	9.8	28.6
20a. Youth Educ.	1.0	-	0.2	-	0.3	-
20b-f. Drama	5.1	-	10.0	9.9	9.2	28.6
20b. Crime, etc.	1.9	16.7	7.9	4.0	6.6	16.6
20c. Comedy	3.2	-	1.8	5.9	2.3	9.3
20d. Fairy Tales	-	-	0.2	-	0.2	-
20e. Serious	-	-	-	-	-	-
20f. Other	-	16.7	0.1	-	0.1	2.7
20g. Variety	-	-	0.3	-	0.2	-
20h. Quiz, etc.	-	-	-	-	-	-
20i. Other	0.5	-	-	-	0.1	-
21. Prog. Promo.	-	-	0.2	-	0.2	-
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0

# Less than .05 percent.

Table III-15-C. Television Programme Time in Network Programmes by  
 Percentage in Class of Programme by Class of Station:  
 Total for the Week, January 15-21, 1956.  
 (in percent)

Class of Programme	All					
	CBC English	CBC French	Private English	Private French	Canadian Stations	Two U. S. Border Stations
1. News & Weather	3.9	5.3	3.2	7.2	3.8	5.1
2. Nature & Science	1.6	1.0	1.2	0.6	1.2	0.9
3. Foreign Lands	3.2	4.8	1.0	1.1	1.8	1.4
4. Pol. & Pub. Aff.	2.6	1.9	2.4	1.6	2.5	-
5. Soc. & Human Rel.	2.1	3.4	2.2	2.3	2.4	-
6. Misc. Information	1.1	-	1.0	-	0.8	0.6
7. Canadian Activ.	5.2	3.4	4.7	4.9	4.8	0.1*
8. "Feedback" Progs.	-	-	-	-	-	-
9. Religion	3.2	3.6	2.3	2.3	2.6	0.9
10. Fine Arts, etc.	1.9	.5	0.6	-	0.9	-
11. Dance	1.1	-	0.1	-	0.3	-
12. Agriculture, etc.	1.1	1.0	1.0	1.7	1.0	-
13. Fam. Living, etc.	2.7	3.9	0.7	2.3	1.5	-
13a. Family Living	2.7	3.9	0.7	2.3	1.5	-
13b. Merchandising	-	-	-	-	-	-
14. Music Programmes	7.4	4.7	9.2	8.8	8.3	1.9
14a. Serious	1.5	1.9	1.6	3.4	1.7	-
14b. Light	0.9	1.0	0.6	2.2	0.7	-
14c. Popular	3.6	1.5	5.2	2.6	4.4	1.4
14d. Folk, etc.	1.4	.3	1.8	0.6	1.5	0.5
15. Drama Programmes	23.4	15.9	27.6	18.5	25.0	38.4
15a. Serious	4.4	2.4	4.3	3.4	4.1	5.8
15b. Domestic	4.1	2.9	5.1	4.6	4.6	8.3
15c. Comedy	4.6	3.8	6.4	1.4	5.5	12.7
15d. Crime, etc.	7.8	1.9	8.4	4.6	7.4	10.1
15e. Romantic	0.7	3.9	1.7	3.4	1.7	0.9
15f. Musical Com.	-	1.0	-	1.1	0.2	0.1
15g. Other	1.8	-	1.7	-	1.5	0.5
16. Variety	10.1	4.9	13.6	11.9	11.9	16.6
17. Personalities	1.1	3.9	0.1	5.0	1.0	3.7
18. Quiz, Games, etc.	0.2	7.7	0.5	5.0	1.4	12.0
19. Sports Progs.	6.0	11.3	7.0	13.6	7.6	4.4
19a. News	1.7	3.6	1.7	5.7	2.1	-
19b. Events	4.3	7.7	5.3	7.9	5.5	4.4
20. Children's Progs.	22.1	19.9	21.5	13.2	20.9	14.0
20a. Youth Educ.	4.8	10.1	4.2	5.2	4.9	1.8
20b-f. Drama	10.9	4.9	9.1	6.3	8.9	4.9
20b. Crime, etc.	6.2	1.5	3.6	2.8	4.0	1.9
20c. Comedy	2.3	.5	2.0	1.1	1.9	2.5
20d. Fairy Tales	0.2	1.0	0.4	1.8	0.5	-
20e. Serious	.4	1.0	0.2	0.6	0.3	-
20f. Other	1.8	-	2.9	-	2.2	0.5
20g. Variety	5.9	-	7.6	-	6.0	3.0
20h. Quiz, etc.	-	1.0	-	1.1	0.2	-
20i. Other	0.5	4.9	0.6	0.6	0.9	4.3
21. Prog. Promo.	-	2.9	0.1	-	0.3	-
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0

\* U. S. Activities and Heritage.

Table III-16. Television Programme Time by Class of Programme and Origin within Canada: Total for the Week on CBC Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	CBC Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	46.9	-	53.1	100.0	-	-	100.0	100.0
2. Nature & Science	-	28.0	72.0	100.0	-	-	100.0	100.0
3. Foreign Lands	-	7.1	92.9	100.0	-	4.8	95.2	100.0
4. Pol. & Pub. Aff.	6.5	-	93.5	100.0	-	-	100.0	100.0
5. Soc. & Human Rel.	-	-	100.0	100.0	-	-	100.0	100.0
6. Misc. Information	-	7.7	92.3	100.0	-	-	-	-
7. Canadian Activ.	15.5	11.2	73.3	100.0	-	12.5	87.5	100.0
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	100.0	100.0	-	-	100.0	100.0
10. Fine Arts, etc.	-	-	100.0	100.0	-	-	100.0	100.0
11. Dance	-	-	100.0	100.0	-	-	-	-
12. Agriculture, etc.	-	-	100.0	100.0	-	-	100.0	100.0
13. Fam. Living, etc.	-	-	100.0	100.0	-	-	100.0	100.0
13a. Fam. Living	-	-	100.0	100.0	-	-	100.0	100.0
13b. Merchandising	-	-	-	-	-	-	-	-
14. Music Programmes	3.3	26.7	70.0	100.0	-	4.9	95.1	100.0
14a. Serious	6.9	33.7	59.4	100.0	-	-	100.0	100.0
14b. Light	-	18.5	81.5	100.0	-	-	100.0	100.0
14c. Popular	-	30.7	69.3	100.0	-	14.3	85.7	100.0
14d. Folk, etc.	10.0	10.0	80.0	100.0	-	-	100.0	100.0
15. Drama Programmes	-	53.0	47.0	100.0	-	-	100.0	100.0
15a. Serious	-	13.5	86.5	100.0	-	-	100.0	100.0
15b. Domestic	-	18.1	81.9	100.0	-	-	100.0	100.0
15c. Comedy	-	60.7	39.3	100.0	-	-	100.0	100.0
15d. Crime, etc.	-	63.2	36.8	100.0	-	-	100.0	100.0
15e. Romantic	-	78.2	21.8	100.0	-	-	100.0	100.0
15f. Musical Com.	-	-	-	-	-	-	100.0	100.0
15g. Other	-	49.8	50.2	100.0	-	-	-	-
16. Variety	3.1	7.8	89.1	100.0	-	-	100.0	100.0
17. Personalities	45.6	7.8	46.6	100.0	-	-	100.0	100.0
18. Quiz, Games, etc.	-	-	100.0	100.0	-	-	100.0	100.0
19. Sports Progs.	34.1	13.4	52.5	100.0	-	2.1	97.9	100.0
19a. News	48.0	1.8	50.2	100.0	-	-	100.0	100.0
19b. Events	28.5	18.1	53.4	100.0	-	3.1	96.9	100.0
20. Children's Progs.	-	9.8	90.2	100.0	-	1.2	98.8	100.0
20a. Youth Educ.	-	6.9	93.1	100.0	-	-	100.0	100.0
20b-f. Drama	-	14.6	85.4	100.0	-	5.9	94.1	100.0
20b. Crime, etc.	-	10.3	89.7	100.0	-	-	100.0	100.0
20c. Comedy	-	33.3	66.7	100.0	-	-	100.0	100.0
20d. Fairy Tales	-	-	100.0	100.0	-	-	100.0	100.0
20e. Serious	-	-	100.0	100.0	-	-	100.0	100.0
20f. Other	-	-	100.0	100.0	-	100.0	-	100.0
20g. Variety	-	-	100.0	100.0	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	100.0	100.0
20i. Other	-	25.0	75.0	100.0	-	-	100.0	100.0
21. Prog. Promo.	100.0	-	-	100.0	-	-	100.0	100.0
TOTALS	7.1	24.6	68.3	100.0	-	1.4	98.6	100.0



Table III-17. Television Programme Time by Class of Programme and Origin Within Canada: Total for the Week on Private Stations (English and French), January 15-21, 1956 (in percent)

Class of Programme	Private Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	66.8	3.4	29.8	100.0	40.7	-	59.3	100.0
2. Nature & Science	2.3	15.0	82.7	100.0	13.3	-	86.7	100.0
3. Foreign Lands	5.3	41.3	53.4	100.0	-	74.8	25.2	100.0
4. Pol. & Pub. Aff.	4.6	-	95.4	100.0	-	-	100.0	100.0
5. Soc. & Human Rel.	5.5	1.8	92.7	100.0	3.6	10.7	85.7	100.0
6. Misc. Information	4.8	22.2	73.0	100.0	100.0	-	-	100.0
7. Canadian Activ.	16.6	4.2	79.2	100.0	8.7	-	91.3	100.0
8. "Feedback" Progs.	100.0	-	-	100.0	-	-	-	-
9. Religion	16.6	19.1	64.3	100.0	11.2	-	88.8	100.0
10. Fine Arts, etc.	12.9	-	87.1	100.0	-	100.0	-	100.0
11. Dance	-	-	100.0	100.0	-	-	-	-
12. Agriculture, etc.	21.0	2.6	76.4	100.0	-	-	100.0	100.0
13. Fam. Living, etc.	81.7	10.1	8.2	100.0	79.5	-	20.5	100.0
13a. Family Living	88.0	2.8	9.2	100.0	79.2	-	20.8	100.0
13b. Merchandising	33.0	67.0	-	100.0	100.0	-	-	100.0
14. Music Programmes	13.6	21.0	65.4	100.0	16.0	15.1	68.9	100.0
14a. Serious	6.0	1.0	93.0	100.0	14.3	-	85.7	100.0
14b. Light	14.7	56.0	29.3	100.0	29.0	16.1	54.8	100.0
14c. Popular	9.9	23.9	66.2	100.0	6.8	30.6	62.6	100.0
14d. Folk, etc.	28.3	4.8	66.9	100.0	-	-	100.0	100.0
15. Drama Programmes	0.1	59.7	40.2	100.0	-	48.7	51.3	100.0
15a. Serious	-	5.6	94.4	100.0	-	-	100.0	100.0
15b. Domestic	-	44.6	55.4	100.0	-	-	100.0	100.0
15c. Comedy	0.1	56.0	43.9	100.0	-	72.2	27.8	100.0
15d. Crime, etc.	-	74.5	25.5	100.0	-	43.0	57.0	100.0
15e. Romantic	-	58.4	41.6	100.0	-	67.2	32.8	100.0
15f. Musical Com.	-	100.0	-	100.0	-	-	100.0	100.0
15g. Other	2.8	33.5	63.7	100.0	-	100.0	-	100.0
16. Variety	5.2	4.0	90.8	100.0	8.7	-	91.3	100.0
17. Personalities	59.6	32.0	8.4	100.0	5.5	5.1	89.4	100.0
18. Quiz, Games, etc.	38.3	32.0	29.7	100.0	44.8	5.6	49.6	100.0
19. Sports Progs.	23.2	17.7	59.1	100.0	14.8	6.4	78.8	100.0
19a. News	58.0	3.7	38.3	100.0	31.0	-	69.0	100.0
19b. Events	2.4	26.1	71.5	100.0	-	12.2	87.8	100.0
20. Children's Progs.	6.7	20.4	72.9	100.0	3.4	17.2	79.4	100.0
20a. Youth Educ.	0.7	3.0	96.3	100.0	-	-	100.0	100.0
20b-f. Drama	1.1	38.3	60.6	100.0	-	31.2	68.8	100.0
20b. Crime, etc.	-	55.3	44.7	100.0	-	28.7	71.3	100.0
20c. Comedy	2.1	34.0	63.9	100.0	-	60.0	40.0	100.0
20d. Fairy Tales	16.9	22.6	60.5	100.0	-	-	100.0	100.0
20e. Serious	-	-	100.0	100.0	-	-	100.0	100.0
20f. Other	-	2.2	97.8	100.0	-	-	-	-
20g. Variety	12.2	1.7	86.1	100.0	-	-	-	-
20h. Quiz, etc.	100.0	-	-	100.0	33.3	-	66.7	100.0
20i. Other	30.8	-	69.2	100.0	-	-	100.0	100.0
21. Prog. Promo.	<u>71.8</u>	<u>19.0</u>	<u>9.2</u>	<u>100.0</u>	<u>100.0</u>	<u>-</u>	<u>-</u>	<u>100.0</u>
TOTALS	14.3	31.2	54.5	100.0	17.3	18.5	64.2	100.0

Table III-18. Television Programme Time by Class of Programme and Origin Within Canada: Total for the Week on All Stations (English and French), January 15-21, 1956 (in percent)

Class of Programme	All Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	62.8	2.7	34.5	100.0	26.9	-	73.1	100.0
2. Nature & Science	1.5	19.7	78.8	100.0	4.3	-	95.7	100.0
3. Foreign Lands	3.2	27.0	69.8	100.0	-	34.9	65.1	100.0
4. Pol. & Pub. Aff.	5.1	-	94.9	100.0	-	-	100.0	100.0
5. Soc. & Human Rel.	4.1	1.4	94.5	100.0	1.4	4.3	94.3	100.0
6. Misc. Information	3.7	18.7	77.6	100.0	100.0	-	-	100.0
7. Canadian Activ.	16.2	6.4	77.4	100.0	4.8	5.7	89.5	100.0
8. "Feedback" Progs.	100.0	-	-	100.0	-	-	-	-
9. Religion	12.5	14.4	73.1	100.0	4.2	-	95.8	100.0
10. Fine Arts, etc.	6.3	-	93.7	100.0	-	60.5	39.5	100.0
11. Dance	-	-	100.0	100.0	-	-	-	-
12. Agriculture, etc.	16.1	1.9	82.0	100.0	-	-	100.0	100.0
13. Fam. Living, etc.	73.3	9.0	17.7	100.0	56.6	-	43.4	100.0
13a. Family Living	77.8	2.6	19.6	100.0	56.0	-	44.0	100.0
13b. Merchandising	32.9	67.1	-	100.0	100.0	-	-	100.0
14. Music Programmes	11.4	22.2	66.4	100.0	11.0	11.9	77.1	100.0
14a. Serious	6.4	12.8	80.8	100.0	9.1	-	90.9	100.0
14b. Light	11.6	48.2	40.2	100.0	22.8	12.6	64.6	100.0
14c. Popular	8.0	25.2	66.8	100.0	4.6	25.3	70.1	100.0
14d. Folk, etc.	24.8	5.8	69.4	100.0	-	-	100.0	100.0
15. Drama Programmes	0.1	58.2	41.7	100.0	-	32.1	67.9	100.0
15a. Serious	-	7.9	92.1	100.0	-	-	100.0	100.0
15b. Domestic	-	40.2	59.8	100.0	-	-	100.0	100.0
15c. Comedy	0.1	57.1	42.8	100.0	-	38.8	61.2	100.0
15d. Crime, etc.	-	72.3	27.7	100.0	-	33.5	66.5	100.0
15e. Romantic	-	63.0	37.0	100.0	-	46.8	53.2	100.0
15f. Musical Com.	-	100.0	-	100.0	-	-	100.0	100.0
15g. Other	1.9	38.8	59.3	100.0	-	100.0	-	100.0
16. Variety	4.8	4.8	90.4	100.0	6.1	-	93.9	100.0
17. Personalities	54.7	23.5	21.8	100.0	3.0	2.8	94.2	100.0
18. Quiz, Games, etc.	36.9	30.9	32.2	100.0	23.7	2.9	73.4	100.0
19. Sports Progs.	26.1	16.6	57.3	100.0	8.3	4.5	87.2	100.0
19a. News	55.8	3.3	40.9	100.0	20.5	-	79.5	100.0
19b. Events	10.0	23.8	66.2	100.0	-	7.5	92.5	100.0
20. Children's Progs.	5.1	17.9	77.0	100.0	1.4	7.8	90.1	100.0
20a. Youth Educ.	0.6	4.1	95.3	100.0	-	-	100.0	100.0
20b-f. Drama	0.8	32.6	66.6	100.0	-	22.4	77.6	100.0
20b. Crime, etc.	-	44.5	55.5	100.0	-	20.1	79.9	100.0
20c. Comedy	1.5	33.8	64.7	100.0	-	50.0	50.0	100.0
20d. Fairy Tales	15.2	20.3	64.5	100.0	-	-	100.0	100.0
20e. Serious	-	-	100.0	100.0	-	-	100.0	100.0
20f. Other	-	1.8	98.2	100.0	-	100.0	-	100.0
20g. Variety	9.8	1.4	88.8	100.0	-	-	-	-
20h. Quiz, etc.	100.0	-	-	100.0	20.0	-	80.0	100.0
20i. Other	23.5	5.9	70.6	100.0	-	-	100.0	100.0
21. Prog. Promo.	<u>72.3</u>	<u>18.7</u>	<u>9.0</u>	<u>100.0</u>	<u>16.3</u>	<u>-</u>	<u>83.7</u>	<u>100.0</u>
TOTALS	12.7	29.7	57.6	100.0	9.8	11.1	79.1	100.0

Table III-19. Television Programme Time by Class of Programme and Origin Within Canada: Total for the Week on All Stations (CBC and Private), January 15-21, 1956 (in percent)

Class of Programme	All Stations							
	CBC Stations				Private Stations			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	37.0	-	63.0	100.0	63.8	3.0	33.2	100.0
2. Nature & Science	-	24.1	75.9	100.0	2.7	14.3	83.0	100.0
3. Foreign Lands	-	6.3	93.7	100.0	4.1	48.9	47.0	100.0
4. Pol. & Pub. Aff.	5.1	-	94.9	100.0	4.3	-	95.7	100.0
5. Soc. & Human Rel.	-	-	100.0	100.0	5.3	2.8	91.9	100.0
6. Misc. Information	-	7.7	92.3	100.0	7.1	21.6	71.3	100.0
7. Canadian Activ.	12.9	11.5	75.6	100.0	15.8	3.8	80.4	100.0
8. "Feedback" Progs.	-	-	-	-	100.0	-	-	100.0
9. Religion	-	-	100.0	100.0	16.2	17.6	66.2	100.0
10. Fine Arts, etc.	-	-	100.0	100.0	11.2	12.9	75.9	100.0
11. Dance	-	-	100.0	100.0	-	100.0	-	100.0
12. Agriculture, etc.	-	-	100.0	100.0	18.2	2.2	79.6	100.0
13. Fam. Living, etc.	-	-	100.0	100.0	81.5	8.7	9.8	100.0
13a. Family Living	-	-	100.0	100.0	86.7	2.4	10.9	100.0
13b. Merchandising	-	-	-	-	34.4	65.6	-	100.0
14. Music Programmes	2.9	23.5	73.6	100.0	13.8	20.4	65.8	100.0
14a. Serious	5.4	26.4	68.2	100.0	7.8	0.8	91.4	100.0
14b. Light	-	14.1	85.9	100.0	18.0	46.7	35.3	100.0
14c. Popular	-	28.9	71.1	100.0	9.7	24.3	66.0	100.0
14d. Folk, etc.	9.4	9.4	81.2	100.0	27.7	4.7	67.6	100.0
15. Drama Programmes	-	47.5	52.5	100.0	0.1	59.0	40.9	100.0
15a. Serious	-	11.5	88.5	100.0	-	5.1	94.9	100.0
15b. Domestic	-	15.0	85.0	100.0	-	42.2	57.8	100.0
15c. Comedy	-	54.4	45.6	100.0	0.1	56.7	43.2	100.0
15d. Crime, etc.	-	61.1	38.9	100.0	-	73.6	26.4	100.0
15e. Romantic	-	54.5	45.5	100.0	-	60.5	39.5	100.0
15f. Musical Com.	-	-	100.0	100.0	-	83.6	16.4	100.0
15g. Other	-	49.8	50.2	100.0	2.4	41.9	55.7	100.0
16. Variety	2.8	6.7	90.5	100.0	5.5	3.6	90.9	100.0
17. Personalities	28.1	4.8	67.1	100.0	43.8	24.2	32.0	100.0
18. Quiz, Games, etc.	-	-	100.0	100.0	40.9	21.5	37.6	100.0
19. Sports Progs.	24.9	10.3	64.8	100.0	22.0	16.1	61.9	100.0
19a. News	34.3	1.3	64.4	100.0	53.2	3.0	43.8	100.0
19b. Events	21.0	14.2	64.8	100.0	2.1	24.4	73.5	100.0
20. Children's Progs.	-	7.8	92.2	100.0	6.5	20.2	73.3	100.0
20a. Youth Educ.	-	4.0	96.0	100.0	0.7	2.6	96.7	100.0
20b-f. Drama	-	13.7	86.3	100.0	1.0	37.9	61.1	100.0
20b. Crime, etc.	-	9.5	90.5	100.0	-	53.9	46.1	100.0
20c. Comedy	-	31.7	68.3	100.0	2.0	36.5	61.5	100.0
20d. Fairy Tales	-	-	100.0	100.0	12.6	16.8	70.6	100.0
20e. Serious	-	-	100.0	100.0	-	-	100.0	100.0
20f. Other	-	4.5	95.5	100.0	-	2.2	97.8	100.0
20g. Variety	-	-	100.0	100.0	12.2	1.7	86.1	100.0
20h. Quiz, etc.	-	-	100.0	100.0	79.2	-	20.8	100.0
20i. Other	-	7.2	92.8	100.0	28.5	-	71.5	100.0
21. Prog. Promo.	<u>2.7</u>	<u>-</u>	<u>97.3</u>	<u>100.0</u>	<u>74.6</u>	<u>17.1</u>	<u>8.3</u>	<u>100.0</u>
TOTALS	5.7	19.9	74.4	100.0	14.6	30.1	55.3	100.0



Table III-20. Television Programme Time by Class of Programme and Origin Within Canada: Total for the Week on All Stations and Two U. S. Border Stations, January 15-21, 1956 (in percent)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	57.9	2.3	39.8	100.0	59.8	-	40.2	100.0
2. Nature & Science	1.7	18.1	80.2	100.0	33.3	-	66.7	100.0
3. Foreign Lands	2.2	29.3	68.5	100.0	-	40.0	60.0	100.0
4. Pol. & Pub. Aff.	4.6	-	95.4	100.0	100.0	-	-	100.0
5. Soc. & Human Rel.	3.6	2.0	94.4	100.0	100.0	-	-	100.0
6. Misc. Information	5.4	18.4	76.2	100.0	-	-	100.0	100.0
7. Canadian Activ.	14.9	6.3	78.8	100.0	-	-	100.0*	100.0*
8. "Feedback" Progs.	100.0	-	-	100.0	-	-	-	-
9. Religion	11.3	12.4	76.3	100.0	25.0	50.0	25.0	100.0
10. Fine Arts, etc.	5.6	6.4	88.0	100.0	-	-	-	-
11. Dance	-	-	100.0	100.0	-	-	-	-
12. Agriculture, etc.	13.4	1.6	85.0	100.0	-	-	-	-
13. Fam. Living, etc.	70.6	7.6	21.8	100.0	100.0	-	-	100.0
13a. Family Living	74.1	2.1	23.8	100.0	100.0	-	-	100.0
13b. Merchandising	34.0	65.6	-	100.0	100.0	-	-	100.0
14. Music Programmes	11.3	21.1	67.6	100.0	14.3	28.6	57.1	100.0
14a. Serious	6.9	10.1	83.0	100.0	-	-	-	-
14b. Light	14.2	40.0	45.9	100.0	-	100.0	-	100.0
14c. Popular	7.7	25.3	67.0	100.0	20.0	20.0	60.0	100.0
14d. Folk, etc.	24.0	5.6	70.4	100.0	-	-	100.0	100.0
15. Drama Programmes	0.1	56.5	43.4	100.0	-	59.5	40.5	100.0
15a. Serious	-	7.1	92.9	100.0	-	21.9	78.1	100.0
15b. Domestic	-	37.1	62.9	100.0	-	5.3	94.7	100.0
15c. Comedy	0.1	56.1	43.8	100.0	-	53.5	46.5	100.0
15d. Crime, etc.	-	71.2	28.8	100.0	-	74.9	25.1	100.0
15e. Romantic	-	59.0	41.0	100.0	-	72.7	27.3	100.0
15f. Musical Com.	-	71.8	28.2	100.0	-	92.4	7.6	100.0
15g. Other	1.7	44.2	54.1	100.0	-	92.5	7.5	100.0
16. Variety	4.9	4.3	90.8	100.0	15.3	-	84.7	100.0
17. Personalities	37.8	16.7	45.5	100.0	26.1	4.3	69.6	100.0
18. Quiz, Games, etc.	29.7	15.5	54.8	100.0	-	-	100.0	100.0
19. Sports Progs.	22.9	14.4	62.7	100.0	11.5	15.4	73.1	100.0
19a. News	48.6	2.6	48.8	100.0	100.0	-	-	100.0
19b. Events	8.3	21.0	70.7	100.0	-	17.4	82.6	100.0
20. Children's Progs.	4.7	16.8	78.5	100.0	12.9	55.4	31.7	100.0
20a. Youth Educ.	0.4	3.2	96.4	100.0	-	-	100.0	100.0
20b-f. Drama	0.8	31.8	67.4	100.0	-	83.4	16.6	100.0
20b. Crime, etc.	-	43.1	56.9	100.0	-	88.5	11.5	100.0
20c. Comedy	1.4	35.2	63.4	100.0	-	75.7	24.3	100.0
20d. Fairy Tales	10.1	13.4	76.5	100.0	-	-	-	-
20e. Serious	-	-	100.0	100.0	-	-	-	-
20f. Other	-	2.7	97.3	100.0	-	83.3	16.7	100.0
20g. Variety	9.8	1.4	88.8	100.0	65.5	-	34.5	100.0
20h. Quiz, etc.	65.6	-	34.4	100.0	-	-	-	-
20i. Other	14.2	3.6	82.2	100.0	-	-	100.0	100.0
21. Prog. Promo.	<u>49.8</u>	<u>11.2</u>	<u>39.0</u>	<u>100.0</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
TOTALS	12.3	27.5	60.2	100.0	13.7	39.8	46.5	100.0

\* U. S. Activities and Heritage.



Table IV-1. Television Programme Time: General Audience Hours  
on the Individual Stations by Class of Station,  
January 15-21, 1956.

Station and City	Time on the Air	
	In Minutes	In Hours
<b>CBC Stations (English)</b>		
Interconnected:		
CBMT, Montreal	1,710	28.5
CBOT, Ottawa	1,614	26.9
CBLT, Toronto	1,800	30.0
Non-connected:		
CBHT, Halifax	1,680	28.0
CBUT, Vancouver	1,620	27.0
CBWT, Winnipeg	1,685	28.1
TOTAL CBC ENGLISH	<u>10,109</u>	<u>168.5</u>
<b>CBC Stations (French)</b>		
Interconnected:		
CBFT, Montreal	1,571	26.2
CBOFT, Ottawa	<u>1,571</u>	<u>26.2</u>
TOTAL CBC FRENCH	<u>3,142</u>	<u>52.4</u>
<b>Private Stations (English)</b>		
Interconnected:		
CKVR-TV, Barrie	1,503	25.1
CHCH-TV, Hamilton	1,574	26.2
CKWS-TV, Kingston	1,500	25.0
CKCO-TV, Kitchener	1,695	28.3
CFPL-TV, London	1,835	30.6
CHEX-TV, Peterborough	1,455	24.2
CKLW-TV, Windsor	1,839	30.6
CKNX-TV, Wingham	1,440	24.0
Non-connected:		
CKX-TV, Brandon	1,320	22.0
CHCT-TV, Calgary	1,556	25.9
CFRN-TV, Edmonton	1,680	28.0
CJLH-TV, Lethbridge	1,437	24.0
CKCW-TV, Moncton	1,560	26.0
CKGN-TV, North Bay	1,240	20.7
CFPA-TV, Port Arthur	1,290	21.5
CKCK-TV, Regina	1,491	24.8
CHSJ-TV, Saint John	1,677	28.0
CFQC-TV, Saskatoon	1,645	27.4
CJIC-TV, Sault Ste. Marie	1,500	25.0
CJON-TV, St. Johns	1,455	24.2
CKSO-TV, Sudbury	1,695	28.2
CJCB-TV, Sydney	1,350	22.5
TOTAL PRIVATE ENGLISH	<u>33,737</u>	<u>562.3</u>
<b>Private Stations (French)</b>		
Interconnected:		
CFCM-TV, Quebec	1,575	26.2
Non-connected:		
CKRS-TV, Jonquiere	906	15.1
CJBR-TV, Rimouski	<u>1,155</u>	<u>19.2</u>
TOTAL PRIVATE FRENCH	<u>3,636</u>	<u>60.6</u>
<b>TOTALS:</b>		
CBC Stations	13,251	220.8
Private Stations	37,373	622.9
English Stations	43,846	730.8
French Stations	6,778	113.0
All Stations	<u>50,624</u>	<u>843.7</u>
<b>Two U. S. Border Stations</b>		
WBEN-TV, Buffalo	2,265	37.8
WXYZ-TV, Detroit	<u>2,175</u>	<u>36.2</u>
TOTAL U. S. BORDER STATIONS	<u>4,440</u>	<u>74.0</u>

Table IV-2. Television Programme Time by Class of Programme:  
General Audience Hours\* on CBC Stations  
(English and French), January 15-21, 1956

Class of Programme	CBC Stations			
	English		French	
	Minutes	Percent	Minutes	Percent
1. News and Weather	722	7.1	190	6.0
2. Nature and Science	165	1.6	--	--
3. Foreign Lands and Peoples	15	0.1	315	10.0
4. Political & Other Public Aff.	30	0.3	--	--
5. Social & Human Relations	360	3.6	150	4.8
6. Misc. Information	195	1.9	--	--
7. Canadian Activities & Heritage	941	9.3	180	5.7
8. "Feedback" Programmes	--	--	--	--
9. Religion	480	4.7	192	6.1
10. Fine Arts, Literature, etc.	150	1.5	--	--
11. Dance	--	--	--	--
12. Agriculture, Fisheries, etc.	180	1.8	60	1.9
13. Family Living & Shopping	90	0.9	60	1.9
13a. Family Living	90	0.9	60	1.9
13b. Merchandising	--	--	--	--
14. Music Programmes	806	8.0	125	4.0
14a. Serious	301	3.0	--	--
14b. Light	5	0.1	--	--
14c. Popular & Dance	260	2.6	105	3.3
14d. Folk, Western, Old, etc.	240	2.3	20	0.7
15. Drama Programmes	2,684	26.6	210	6.7
15a. Serious	390	3.9	--	--
15b. Domestic	390	3.9	120	3.8
15c. Comedy	1,002	9.9	30	1.0
15d. Crime, Western, Action, etc.	744	7.4	--	--
15e. Romantic	98	0.9	--	--
15f. Musical Comedy	--	--	60	1.9
15g. Other	60	0.6	--	--
16. Variety	1,200	11.9	180	5.7
17. Personalities	386	3.8	240	7.6
18. Quiz, Games and Contests	--	--	240	7.6
19. Sports Programmes	590	5.8	325	10.3
19a. Sports News & Interviews	350	3.5	90	2.9
19b. Sports Events	240	2.3	235	7.4
20. Children's Programmes	1,110	11.0	495	15.8
20a. Youth Educational Progs.	360	3.6	210	6.7
20b-f. Children's Drama	720	7.1	135	4.3
20b. Crime, Western, etc.	180	1.8	90	2.9
20c. Comedy	300	2.9	30	1.0
20d. Fairy Tales	--	--	--	--
20e. Serious	--	--	--	--
20f. Other	240	2.4	15	0.4
20g. Children's Variety	--	--	--	--
20h. Quiz, Games & Contests	--	--	60	1.9
20i. Other Children's Progs.	30	0.3	90	2.9
21. Programme Promotion	5	0.1	180	5.9
TOTALS	10,109	100.0	3,142	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table IV-3-A. Television Programme Time by Class of Programme:  
General Audience Hours\* on Private Stations  
(English and French), January 15-21, 1956

Class of Programme	Private Stations			
	English		French	
	Minutes	Percent	Minutes	Percent
1. News and Weather	2,346	7.0	277	7.6
2. Nature and Science	109	0.3	34	0.9
3. Foreign Lands and Peoples	253	0.7	147	4.0
4. Political & Other Public Aff.	-	-	30	0.8
5. Social & Human Relations	921	2.7	20	0.5
6. Misc. Information	497	1.5	15	0.4
7. Canadian Activities & Heritage	1,857	5.5	151	4.2
8. "Feedback" Programmes	-	-	-	-
9. Religion	1,358	4.0	134	3.7
10. Fine Arts, Literature, etc.	311	0.9	46	1.3
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	535	1.6	91	2.5
13. Family Living & Shopping	470	1.4	114	3.1
13a. Family Living	375	1.1	104	2.9
13b. Merchandising	95	0.3	10	0.2
14. Music Programmes	2,217	6.6	322	8.9
14a. Serious	224	0.7	90	2.5
14b. Light	238	0.7	65	1.8
14c. Popular and Dance	844	2.5	167	4.6
14d. Folk, Western, Old, etc.	911	2.7	-	-
15. Drama Programmes	11,427	33.9	417	11.5
15a. Serious	496	1.5	-	-
15b. Domestic	2,029	6.0	147	4.0
15c. Comedy	4,497	13.3	75	2.1
15d. Crime, Western, etc.	3,481	10.3	30	0.8
15e. Romantic	330	1.0	90	2.5
15f. Musical Comedy	60	0.2	60	1.7
15g. Other	534	1.6	15	0.4
16. Variety	4,443	13.2	420	11.6
17. Personalities	503	1.5	30	0.8
18. Quiz, Games and Contests	151	0.4	493	13.6
19. Sports Programmes	1,735	5.1	225	6.2
19a. Sports News & Interviews	1,560	4.6	165	4.5
19b. Sports Events	175	0.5	60	1.7
20. Children's Programmes	4,508	13.4	635	17.5
20a. Youth Educational Progs.	519	1.6	273	7.5
20b-f. Children's Drama	3,659	10.8	241	6.6
20b. Crime, Western, etc.	1,763	5.2	119	3.3
20c. Comedy	800	2.4	60	1.7
20d. Fairy Tales	45	0.1	31	0.8
20e. Serious	-	-	31	0.8
20f. Other	1,051	3.1	-	-
20g. Children's Variety	206	0.6	-	-
20h. Quiz, Games & Contests	94	0.3	90	2.6
20i. Other Children's Progs.	30	0.1	31	0.8
21. Programme Promotion	96	0.3	35	0.9
TOTALS	33,737	100.0	3,636	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.



Table IV-3-B. Television Programme Time by Class of Programme:  
 General Audience Hours\* on All Stations  
 (CBC and Private), January 15-21, 1956

Class of Programme	All Stations			
	CBC Stations		Private Stations	
	Minutes	Percent	Minutes	Percent
1. News and Weather	912	6.9	2,623	7.0
2. Nature and Science	165	1.3	143	0.4
3. Foreign Lands and Peoples	330	2.5	400	1.1
4. Political & Other Public Aff.	30	0.2	30	0.1
5. Social & Human Relations	510	3.8	941	2.5
6. Misc. Information	195	1.6	512	1.4
7. Canadian Activities & Heritage	1,121	8.5	2,008	5.4
8. "Feedback" Programmes	-	-	-	-
9. Religion	672	5.1	1,492	4.0
10. Fine Arts, Literature, etc.	150	1.1	357	0.9
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	240	1.8	626	1.7
13. Family Living & Shopping	150	1.1	584	1.6
13a. Family Living	150	1.1	479	1.3
13b. Merchandising	-	-	105	0.3
14. Music Programmes	931	7.0	2,539	6.8
14a. Serious	301	2.3	314	0.9
14b. Light	5	#	303	0.8
14c. Popular and Dance	365	2.8	1,011	2.7
14d. Folk, Western, Old, etc.	260	1.9	911	2.4
15. Drama Programmes	2,894	21.8	11,844	31.7
15a. Serious	390	2.9	496	1.3
15b. Domestic	510	3.8	2,176	5.8
15c. Comedy	1,032	7.8	4,572	12.3
15d. Crime, Western, etc.	744	5.6	3,511	9.4
15e. Romantic	98	0.7	420	1.1
15f. Musical Comedy	60	0.5	120	0.3
15g. Other	60	0.5	549	1.5
16. Variety	1,380	10.4	4,863	13.0
17. Personalities	626	4.7	533	1.4
18. Quiz, Games and Contests	240	1.8	644	1.7
19. Sports Programmes	915	6.9	1,960	5.2
19a. Sports News & Interviews	440	3.3	1,725	4.6
19b. Sports Events	475	3.6	235	0.6
20. Children's Programmes	1,605	12.1	5,143	13.8
20a. Youth Educational Progs.	570	4.3	792	2.1
20b-f. Children's Drama	855	6.5	3,900	10.4
20b. Crime, Western, etc.	270	2.0	1,882	5.0
20c. Comedy	330	2.6	860	2.3
20d. Fairy Tales	-	-	76	0.2
20e. Serious	-	-	31	0.1
20f. Other	255	1.9	1,051	2.8
20g. Children's Variety	-	-	206	0.6
20h. Quiz, Games & Contests	60	0.5	184	0.5
20i. Other Children's Progs.	120	0.9	61	0.2
21. Programme Promotion	185	1.4	131	0.3
TOTALS	13,251	100.0	37,373	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.

Saturday, sign-on to 9:00 p.m.

Sunday, sign-on to 9:00 p.m.

# Less than .05 percent.



Table IV-4-A. Television Programme Time by Class of Programme:  
General Audience Hours\* on All Stations (English and French),  
January 15-21, 1956

Class of Programme	All Stations			
	English		French	
	Minutes	Percent	Minutes	Percent
1. News and Weather	3,068	7.0	467	6.9
2. Nature and Science	274	0.6	34	0.5
3. Foreign Lands and Peoples	268	0.6	462	6.8
4. Political & Other Public Aff.	30	0.1	30	0.4
5. Social & Human Relations	1,281	2.9	170	2.5
6. Misc. Information	692	1.6	15	0.2
7. Canadian Activities & Heritage	2,798	6.4	331	4.9
8. "Feedback" Programmes	-	-	-	-
9. Religion	1,838	4.2	326	4.8
10. Fine Arts, Literature, etc.	461	1.0	46	0.7
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	715	1.6	151	2.2
13. Family Living & Shopping	560	1.3	174	2.6
13a. Family Living	465	1.1	164	2.4
13b. Merchandising	95	0.2	10	0.2
14. Music Programmes	3,023	6.9	447	6.6
14a. Serious	525	1.2	90	1.3
14b. Light	243	0.6	65	1.0
14c. Popular and Dance	1,104	2.5	272	4.0
14d. Folk, Western, Old, etc.	1,151	2.6	20	0.3
15. Drama Programmes	14,111	32.2	627	9.2
15a. Serious	886	2.0	-	-
15b. Domestic	2,419	5.5	267	3.9
15c. Comedy	5,499	12.5	105	1.5
15d. Crime, Western, etc.	4,225	9.7	30	0.4
15e. Romantic	428	1.0	90	1.3
15f. Musical Comedy	60	0.1	120	1.9
15g. Other	594	1.4	15	0.2
16. Variety	5,643	12.9	600	8.9
17. Personalities	889	2.0	270	4.0
18. Quiz, Games and Contests	151	0.3	733	10.8
19. Sports Programmes	2,325	5.3	550	8.1
19a. Sports News & Interviews	1,910	4.4	255	3.8
19b. Sports Events	415	0.9	295	4.3
20. Children's Programmes	5,618	12.8	1,130	16.7
20a. Youth Educational Progs.	879	2.0	483	7.1
20b-f. Children's Drama	4,379	10.0	376	5.5
20b. Crime, Western, etc.	1,943	4.4	209	3.1
20c. Comedy	1,100	2.5	90	1.3
20d. Fairy Tales	45	0.1	31	0.5
20e. Serious	-	-	31	0.4
20f. Other	1,291	3.0	15	0.2
20g. Children's Variety	206	0.5	-	-
20h. Quiz, Games & Contests	94	0.2	150	2.3
20i. Other Children's Progs.	60	0.1	121	1.8
21. Programme Promotion	101	0.3	215	3.2
TOTALS	43,846	100.0	6,778	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table IV-4-B. Television Programme Time by Class of Programme:  
 General Audience Hours\* on All Stations  
 and Two U. S. Border Stations, January 15-21, 1956

Class of Programme	All Canadian TV Stations		Two U. S. Border Stations	
	Minutes	Percent	Minutes	Percent
1. News and Weather	3,535	7.0	215	4.8
2. Nature and Science	308	0.6	60	1.4
3. Foreign Lands and Peoples	730	1.4	150	3.4
4. Political & Other Public Aff.	60	0.1	15	0.3
5. Social & Human Relations	1,451	2.9	60	1.4
6. Misc. Information	707	1.4	38	0.9
7. Canadian Activities & Heritage	3,129	6.2	8 #	0.2 #
8. "Feedback" Programmes	-	-	-	-
9. Religion	2,164	4.3	240	5.4
10. Fine Arts, Literature, etc.	507	1.0	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	866	1.7	-	-
13. Family Living & Shopping	734	1.4	30	0.7
13a. Family Living	629	1.2	30	0.7
13b. Merchandising	105	0.2	-	-
14. Music Programmes	3,470	6.9	90	2.0
14a. Serious	615	1.2	-	-
14b. Light	308	0.6	-	-
14c. Popular and Dance	1,376	2.8	60	1.4
14d. Folk, Western, Old, etc.	1,171	2.3	30	0.6
15. Drama Programmes	14,738	29.1	1,679	37.8
15a. Serious	886	1.7	75	1.7
15b. Domestic	2,686	5.3	30	0.7
15c. Comedy	5,604	11.1	525	11.8
15d. Crime, Western, etc.	4,255	8.4	802	18.1
15e. Romantic	518	1.0	60	1.4
15f. Musical Comedy	180	0.3	7	0.1
15g. Other	609	1.3	180	4.0
16. Variety	6,243	12.3	360	8.1
17. Personalities	1,159	2.3	60	1.4
18. Quiz, Games and Contests	884	1.7	60	1.3
19. Sports Programmes	2,875	5.7	330	7.4
19a. Sports News & Interviews	2,165	4.3	30	0.7
19b. Sports Events	710	1.4	300	6.7
20. Children's Programmes	6,748	13.3	1,045	23.5
20a. Youth Educational Progs.	1,362	2.7	-	-
20b-f. Children's Drama	4,755	9.4	855	19.3
20b. Crime, Western, etc.	2,152	4.2	665	15.0
20c. Comedy	1,190	2.3	160	3.6
20d. Fairy Tales	76	0.2	-	-
20e. Serious	31	0.1	-	-
20f. Other	1,306	0.6	30	0.7
20g. Children's Variety	206	0.4	190	4.2
20h. Quiz, Games & Contests	244	0.5	-	-
20i. Other Children's Progs.	181	0.3	-	-
21. Programme Promotion	316	0.7	-	-
TOTALS	50,624	100.0	4,440	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

# U. S. Activities and Heritage.

Table IV-5. Television Programme Time by Nationality of Source:  
 General Audience Hours\* by Class of Station,  
 January 15-21, 1956

Class of Station	Canadian	United	Other	Total
		States (in minutes)		
CBC Stations (English)	4,454	5,385	270	10,109
CBC Stations (French)	2,827	90	225	3,142
Total CBC Stations	7,281	5,475	495	13,251
Private Stations (English)	12,289	20,496	952	33,737
Private Stations (French)	3,096	335	205	3,636
Total Private Stations	15,385	20,831	1,157	37,373
All Stations (English)	16,743	25,881	1,222	43,846
All Stations (French)	5,923	425	430	6,778
Total All Stations	22,666	26,306	1,652	50,624
Two U. S. Border Stations	-	4,320	120	4,440
		(in percent)		
CBC Stations (English)	44.1	53.3	2.6	100.0
CBC Stations (French)	90.0	2.8	7.2	100.0
Total CBC Stations	54.9	41.3	3.8	100.0
Private Stations (English)	36.4	60.8	2.8	100.0
Private Stations (French)	85.1	9.2	5.7	100.0
Total Private Stations	41.2	55.7	3.1	100.0
All Stations (English)	38.2	59.0	2.8	100.0
All Stations (French)	87.4	6.3	6.3	100.0
Total All Stations	44.8	51.9	3.3	100.0
Two U. S. Border Stations	-	97.3	2.7	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-6. Television Programme Time by Origin Within Canada:  
General Audience Hours\* by Class of Station,  
January 15-21, 1956

Class of Station	Local Live	Local Recorded	Network	Total
CBC Stations (English)	1,129	1,585	7,395	10,109
CBC Stations (French)	-	90	3,052	3,142
Total CBC Stations	1,129	1,675	10,447	13,251
Private Stations (English)	4,913	8,808	20,016	33,737
Private Stations (French)	692	381	2,563	3,636
Total Private Stations	5,605	9,189	22,579	37,373
All Stations (English)	6,052	10,393	27,411	43,846
All Stations (French)	692	471	5,615	6,778
Total All Stations	6,734	10,864	33,026	50,624
Two U. S. Border Stations	450	1,815	2,175	4,440

  

(in percent)				
CBC Stations (English)	11.2	15.7	73.1	100.0
CBC Stations (French)	-	2.9	97.1	100.0
Total CBC Stations	8.6	12.6	78.8	100.0
Private Stations (English)	14.6	26.1	59.3	100.0
Private Stations (French)	19.0	10.5	70.5	100.0
Total Private Stations	15.0	24.6	60.4	100.0
All Stations (English)	13.8	23.7	62.5	100.0
All Stations (French)	10.2	7.0	82.8	100.0
Total All Stations	13.3	21.5	65.2	100.0
Two U. S. Border Stations	10.1	40.9	49.0	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.



Table IV-7-A. Television Programme Time, by Class of Station,  
General Audience Hours\*: Composition by Country of Source  
of Local Live, Recorded Local and Network Programmes

Origin Within Canada and Class of Station	Nationality of Source							
	Canadian		United States		Other		Total	
	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent
<u>Local Live</u>								
CBC - English	1,129	100.0	-	-	-	-	1,129	100.0
CBC - French	-	-	-	-	-	-	-	-
CBC - Total	1,129	100.0	-	-	-	-	1,129	100.0
Private - English	4,913	100.0	-	-	-	-	4,913	100.0
Private - French	692	100.0	-	-	-	-	692	100.0
Private - Total	5,605	100.0	-	-	-	-	5,605	100.0
All - English	6,042	100.0	-	-	-	-	6,042	100.0
All - French	692	100.0	-	-	-	-	692	100.0
All - Total	6,734	100.0	-	-	-	-	6,734	100.0
Two U. S. Border Stations	-	-	450	100.0	-	-	450	100.0
<u>Recorded Local</u>								
CBC - English	195	12.3	1,270	80.1	120	7.6	1,585	100.0
CBC - French	45	50.0	-	-	45	50.0	45	100.0
CBC - Total	240	14.4	1,270	75.8	165	9.8	1,675	100.0
Private - English	389	4.4	7,822	88.8	597	6.8	8,808	100.0
Private - French	96	25.2	110	28.9	175	45.9	381	100.0
Private - Total	485	5.3	7,932	86.3	772	8.4	9,189	100.0
All - English	584	5.6	9,092	87.5	717	6.9	10,393	100.0
All - French	141	29.9	110	23.3	220	46.8	471	100.0
All - Total	725	6.7	9,202	84.7	937	8.6	10,864	100.0
Two U. S. Border Stations	-	-	1,815	100.0	-	-	1,815	100.0
<u>Network</u>								
CBC - English	3,130	42.3	4,115	55.6	150	2.1	7,395	100.0
CBC - French	2,782	91.2	90	2.9	180	5.9	3,052	100.0
CBC - Total	5,912	56.6	4,205	40.2	330	3.2	10,447	100.0
Private - English	6,987	34.9	12,674	63.3	355	1.8	20,016	100.0
Private - French	2,308	90.0	225	8.8	30	1.2	2,563	100.0
Private - Total	9,295	41.2	12,899	57.1	385	1.7	22,579	100.0
All - English	10,117	36.9	16,789	61.2	505	1.9	27,411	100.0
All - French	5,090	90.7	315	5.6	210	3.7	5,615	100.0
All - Total	15,207	46.0	17,104	51.8	715	2.2	33,026	100.0
Two U. S. Border Stations	-	-	2,055	94.5	120	5.5	2,175	100.0
<u>Totals</u>								
CBC - English	4,454	44.1	5,385	53.3	270	2.6	10,109	100.0
CBC - French	2,827	90.0	90	8.0	225	2.0	3,142	100.0
CBC - Total	7,281	54.9	5,475	41.3	495	3.8	13,251	100.0
Private - English	12,289	36.4	20,496	60.8	952	2.8	33,737	100.0
Private - French	3,096	85.1	335	9.2	205	5.7	3,636	100.0
Private - Total	15,385	41.2	20,831	55.7	1,157	3.1	37,373	100.0
All - English	16,743	38.2	25,881	59.0	1,222	2.8	43,846	100.0
All - French	5,923	87.4	425	6.3	430	6.3	6,778	100.0
All - Total	22,666	44.8	26,306	52.0	1,652	3.2	50,624	100.0
Two U. S. Border Stations	-	-	4,320	97.3	120	2.7	4,440	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table IV-7-B. Television Programme Time, by Class of Station,  
General Audience Hours\*: Composition by Origin Within Canada of  
Canadian, United States and Other Programmes

Origin Within Canada and Class of Station	Nationality of Source							
	Canadian		United States		Other		Total	
	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent
<u>Local Live</u>								
CBC - English	1,129	25.3	-	-	-	-	1,129	11.2
CBC - French	-	-	-	-	-	-	-	-
CBC - Total	1,129	15.5	-	-	-	-	1,129	8.5
Private - English	4,913	40.0	-	-	-	-	4,913	14.6
Private - French	692	22.3	-	-	-	-	692	19.0
Private - Total	5,605	36.4	-	-	-	-	5,605	15.0
All - English	6,042	36.1	-	-	-	-	6,042	13.8
All - French	692	11.7	-	-	-	-	692	10.2
All - Total	6,734	29.7	-	-	-	-	6,734	13.3
Two U. S. Border Stations	-	-	450	10.4	-	-	450	10.1
<u>Recorded Local</u>								
CBC - English	195	4.4	1,270	23.6	120	44.4	1,585	15.7
CBC - French	45	1.6	-	-	45	20.0	90	2.9
CBC - Total	240	3.3	1,270	23.2	165	33.3	1,675	12.6
Private - English	389	3.2	7,822	38.2	597	62.7	8,808	26.1
Private - French	96	3.1	110	32.8	175	85.4	381	10.5
Private - Total	485	3.2	7,932	38.1	772	66.7	9,189	24.6
All - English	584	3.5	9,092	35.1	717	58.7	10,393	23.7
All - French	141	2.4	110	25.9	220	51.2	471	6.9
All - Total	725	3.2	9,202	35.0	937	56.7	10,864	21.5
Two U. S. Border Stations	-	-	1,815	42.0	-	-	1,815	40.9
<u>Network</u>								
CBC - English	3,130	70.3	4,115	76.4	150	55.6	7,395	73.1
CBC - French	2,782	98.4	90	100.0	180	80.0	3,052	97.1
CBC - Total	5,912	81.2	4,205	76.8	330	66.7	10,447	78.9
Private - English	6,987	56.8	12,674	61.8	355	37.3	20,016	59.3
Private - French	2,308	74.5	225	67.2	30	14.6	2,563	70.5
Private - Total	9,295	60.4	12,899	61.9	385	33.3	22,579	60.4
All - English	10,117	60.4	16,789	64.9	505	41.3	27,411	62.5
All - French	5,090	85.9	315	74.1	210	48.8	5,615	82.9
All - Total	15,207	67.1	17,104	65.0	715	43.3	33,026	65.2
Two U. S. Border Stations	-	-	2,055	47.6	120	100.0	2,175	49.0
<u>Total</u>								
CBC - English	4,454	100.0	5,385	100.0	270	100.0	10,109	100.0
CBC - French	2,827	100.0	90	100.0	225	100.0	3,142	100.0
CBC - Total	7,281	100.0	5,475	100.0	495	100.0	13,251	100.0
Private - English	12,289	100.0	20,496	100.0	952	100.0	33,737	100.0
Private - French	3,096	100.0	335	100.0	205	100.0	3,636	100.0
Private - Total	15,385	100.0	20,831	100.0	1,157	100.0	37,373	100.0
All - English	16,743	100.0	25,881	100.0	1,222	100.0	43,846	100.0
All - French	5,923	100.0	425	100.0	430	100.0	6,778	100.0
All - Total	22,666	100.0	26,306	100.0	1,652	100.0	50,624	100.0
Two U. S. Border Stations	-	-	4,320	100.0	120	100.0	4,440	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table IV-8-A. Television Programme Time, Commercial and Sustaining; and Time Devoted to Advertising: General Audience Hours \* by Class of Station, January 15-21, 1956

	Com- mercial	Sus- taining	Total	Advertising Time
	(in minutes)			
CBC Stations (English)	5,049	5,060	10,109	646
CBC Stations (French)	800	2,342	3,142	121
Total CBC Stations	5,849	7,402	13,251	767
Private Stations (English)	23,841	9,896	33,737	3,169
Private Stations (French)	1,582	2,054	3,636	262
Total Private Stations	25,423	11,950	37,373	3,431
All Stations (English)	28,890	14,956	43,846	3,815
All Stations (French)	2,382	4,396	6,778	383
Total All Stations	31,272	19,352	50,624	4,198
	(in percent)			
CBC Stations (English)	49.9	50.1	100.0	6.4
CBC Stations (French)	25.5	74.5	100.0	3.9
Total CBC Stations	44.1	55.9	100.0	5.8
Private Stations (English)	70.7	29.3	100.0	9.4
Private Stations (French)	43.5	56.5	100.0	7.2
Total Private Stations	68.0	32.0	100.0	9.2
All Stations (English)	65.9	34.1	100.0	8.7
All Stations (French)	35.1	64.9	100.0	5.6
Total All Stations	61.8	38.2	100.0	8.3

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-8-B. Television Programme Time: Percent in Commercial and Sustaining Programmes and Percent Devoted to Advertising: General Audience Hours on the Individual Stations

Stations by Class of Station	Com- mercial	Sus- taining	Total	Percent of Time Devoted to Advertising
CBC Stations (English)	49.9	50.1	100.0	6.4
Interconnected:	50.4	49.6	100.0	6.3
CBMT, Montreal	50.9	49.1	100.0	6.3
CBOT, Ottawa	50.2	49.8	100.0	6.4
CBLT, Toronto	50.0	50.0	100.0	6.1
Non-connected:	49.5	50.5	100.0	6.5
CBHT, Halifax	48.8	51.2	100.0	5.7
CBUT, Vancouver	50.0	50.0	100.0	7.2
CEWT, Winnipeg	49.8	50.2	100.0	6.5
CBC Stations (French)	25.5	74.5	100.0	3.8
CBFT, Montreal	32.8	67.2	100.0	4.8
CBOFT, Ottawa	18.1	81.9	100.0	2.9
Private Stations (English)	70.7	29.3	100.0	9.4
Interconnected:	67.1	32.9	100.0	8.9
CKVR-TV, Barrie	57.0	43.0	100.0	7.1
CHCH-TV, Hamilton	65.5	34.5	100.0	9.9
CKWS-TV, Kingston	49.3	50.7	100.0	7.1
CKCO-TV, Kitchener	69.6	30.4	100.0	8.2
CFPL-TV, London	67.1	32.9	100.0	9.2
CHEX-TV, Peterborough	72.6	27.4	100.0	10.0
CKLW-TV, Windsor	93.5	6.5	100.0	12.6
CKNX-TV, Wingham	55.9	44.1	100.0	6.9
Non-connected:	72.8	27.2	100.0	9.6
CKX-TV, Brandon	75.6	24.4	100.0	10.0
CHCT-TV, Calgary	86.0	14.0	100.0	12.3
CFRN-TV, Edmonton	69.3	30.7	100.0	10.9
CJLH-TV, Lethbridge	72.4	27.6	100.0	9.1
CKCW-TV, Moncton	56.7	43.3	100.0	7.7
CKGN-TV, North Bay	51.0	49.0	100.0	6.3
CFPA-TV, Port Arthur	84.9	15.1	100.0	9.4
CKCK-TV, Regina	80.8	19.2	100.0	11.5
CHSJ-TV, Saint John	65.5	34.5	100.0	7.8
CFQC-TV, Saskatoon	79.3	20.7	100.0	11.4
CJIC-TV, Sault Ste. Marie	80.0	20.0	100.0	8.5
CJON-TV, St. Johns	70.2	29.8	100.0	8.1
CKSO-TV, Sudbury	72.1	27.9	100.0	11.1
CJCB-TV, Sydney	75.1	24.9	100.0	9.8
Private Stations (French)	43.5	56.5	100.0	7.2
Interconnected:	67.4	32.6	100.0	9.3
CFCM-TV, Quebec	67.4	32.6	100.0	9.3
Non-connected:	25.3	74.7	100.0	5.6
CKRS-TV, Jonquiere	17.8	82.2	100.0	4.4
CJBR-TV, Rimouski	31.2	68.8	100.0	6.6
TOTALS:				
CBC Stations	44.1	55.9	100.0	5.8
Private Stations	68.0	32.0	100.0	9.2
English Stations	65.9	34.1	100.0	8.7
French Stations	35.1	64.9	100.0	5.6
Interconnected Stations	57.6	42.4	100.0	7.7
Non-connected Stations	65.2	34.8	100.0	8.8
All Stations	61.8	38.2	100.0	8.3



Table IV-9. Television Programme Time by Class of Programme and Nationality of Source: General Audience Hours\* on CBC Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	CBC Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	722	--	-	722	190	--	-	190
2. Nature & Science	--	75	90	165	--	--	-	--
3. Foreign Lands	--	15	-	15	195	30	90	315
4. Pol. & Pub. Aff.	30	--	-	30	--	--	-	--
5. Soc. & Human Rel.	360	--	-	360	120	30	-	150
6. Misc. Information	--	195	-	195	--	--	-	--
7. Canadian Activ.	881	--	60	941	150	30	-	180
8. "Feedback" Progs.	--	--	-	--	--	--	-	--
9. Religion	180	300	-	480	192	--	-	192
10. Fine Arts, etc.	150	--	-	150	--	--	-	--
11. Dance	--	--	-	--	--	--	-	--
12. Agriculture, etc.	180	--	-	180	60	--	-	60
13. Fam. Living, etc.	90	--	-	90	30	--	30	60
13a. Family Living	90	--	-	90	30	--	30	60
13b. Merchandising	--	--	-	--	--	--	-	--
14. Music Programmes	385	421	-	806	110	--	15	125
14a. Serious	30	271	-	301	--	--	-	--
14b. Light	5	--	-	5	--	--	-	--
14c. Popular	110	150	-	260	90	--	15	105
14d. Folk, etc.	240	--	-	240	20	--	-	20
15. Drama Programmes	450	2,114	120	2,684	210	--	-	210
15a. Serious	150	240	-	390	--	--	-	--
15b. Domestic	180	210	-	390	120	--	-	120
15c. Comedy	120	882	-	1,002	30	--	-	30
15d. Crime, etc.	--	684	60	744	--	--	-	--
15e. Romantic	--	98	-	98	--	--	-	--
15f. Musical Com.	--	--	-	--	60	--	-	60
15g. Other	--	--	60	60	--	--	-	--
16. Variety	90	1,110	-	1,200	180	--	-	180
17. Personalities	356	30	-	386	240	--	-	240
18. Quiz, Games, etc.	--	--	-	--	210	--	30	240
19. Sports Programmes	575	15	-	590	280	--	45	325
19a. News	350	--	-	350	60	--	30	90
19b. Events	225	15	-	240	220	--	15	235
20. Children's Progs.	--	1,110	-	1,110	480	--	15	495
20a. Youth Educ.	--	360	-	360	210	--	-	210
20b-f. Drama	--	720	-	720	120	--	15	135
20b. Crime, etc.	--	180	-	180	90	--	-	90
20c. Comedy	--	300	-	300	30	--	-	30
20d. Fairy Tales	--	--	-	--	--	--	-	--
20e. Serious	--	--	-	--	--	--	-	--
20f. Other	--	240	-	240	--	--	15	15
20g. Variety	--	--	-	--	--	--	-	--
20h. Quiz, etc.	--	--	-	--	60	--	-	60
20i. Other	--	30	-	30	90	--	-	90
21. Prog. Promotion	5	--	-	5	180	--	-	180
TOTALS	4,454	5,385	270	10,109	2,827	90	225	3,142

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-10. Television Programme Time by Class of Programme and Nationality of Source: General Audience Hours\* on Private Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	Private Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	2,346	-	-	2,346	277	-	-	277
2. Nature & Science	15	64	30	109	34	-	-	34
3. Foreign Lands	-	238	15	253	72	5	70	147
4. Pol. & Pub. Aff.	-	-	-	-	30	-	-	30
5. Soc. & Human Rel.	890	31	-	921	20	-	-	20
6. Misc. Information	-	497	-	497	15	-	-	15
7. Canadian Activ.	1,827	30	-	1,857	151	-	-	151
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	387	971	-	1,358	104	30	-	134
10. Fine Arts, etc.	311	-	-	311	46	-	-	46
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	535	-	-	535	91	-	-	91
13. Fam. Living, etc.	406	64	-	470	99	-	15	114
13a. Family Living	375	-	-	375	89	-	15	104
13b. Merchandising	31	64	-	95	10	-	-	10
14. Music Programmes	1,634	570	13	2,217	292	30	-	322
14a. Serious	224	-	-	224	90	-	-	90
14b. Light	45	180	13	238	35	30	-	65
14c. Popular	484	360	-	844	167	-	-	167
14d. Folk, etc.	881	30	-	911	-	-	-	-
15. Drama Programmes	993	9,540	894	11,427	252	60	105	417
15a. Serious	-	496	-	496	-	-	-	-
15b. Domestic	623	867	539	2,029	147	-	-	147
15c. Comedy	365	4,132	-	4,497	45	30	-	75
15d. Crime, etc.	5	3,476	-	3,481	-	30	-	30
15e. Romantic	-	330	-	330	-	-	90	90
15f. Musical Com.	-	60	-	60	60	-	-	60
15g. Other	-	179	355	534	-	-	15	15
16. Variety	353	4,090	-	4,443	330	90	-	420
17. Personalities	365	138	-	503	-	30	-	30
18. Quiz, Games, etc.	121	30	-	151	448	30	15	493
19. Sports Progs.	1,560	175	-	1,735	225	-	-	225
19a. News	1,530	30	-	1,560	165	-	-	165
19b. Events	30	145	-	175	60	-	-	60
20. Children's Progs.	450	4,058	-	4,508	575	60	-	635
20a. Youth Educ.	45	474	-	519	273	-	-	273
20b-f. Drama	75	3,584	-	3,659	181	60	-	241
20b. Crime, etc.	30	1,733	-	1,763	119	-	-	119
20c. Comedy	-	800	-	800	-	60	-	60
20d. Fairy Tales	45	-	-	45	31	-	-	31
20e. Serious	-	-	-	-	31	-	-	31
20f. Other	-	1,051	-	1,051	-	-	-	-
20g. Variety	206	-	-	206	-	-	-	-
20h. Quiz, etc.	94	-	-	94	90	-	-	90
20i. Other	30	-	-	30	31	-	-	31
21. Prog. Promo.	96	-	-	96	35	-	-	35
TOTALS	12,289	20,496	952	33,737	3,096	335	205	3,636

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-11. Television Programme Time by Class of Programme and Nationality of Source: General Audience Hours\* on All Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	All Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	3,068	-	-	3,068	467	-	-	467
2. Nature & Science	15	139	120	274	34	-	-	34
3. Foreign Lands	-	253	15	268	267	35	160	462
4. Pol. & Pub. Aff.	30	-	-	30	30	-	-	30
5. Soc. & Human Rel.	1,250	31	-	1,281	140	30	-	170
6. Misc. Information	-	692	-	692	15	-	-	15
7. Canadian Activ.	2,708	30	60	2,798	301	30	-	331
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	567	1,271	-	1,838	296	30	-	326
10. Fine Arts, etc.	461	-	-	461	46	-	-	46
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	715	-	-	715	151	-	-	151
13. Fam. Living, etc.	496	64	-	560	129	-	45	174
13a. Family Living	465	-	-	465	119	-	45	164
13b. Merchandising	31	64	-	95	10	-	-	10
14. Music Programmes	2,019	991	13	3,023	402	30	15	447
14a. Serious	254	271	-	525	90	-	-	90
14b. Light	50	180	13	243	35	30	-	65
14c. Popular	594	510	-	1,104	257	-	15	272
14d. Folk, etc.	1,121	30	-	1,151	20	-	-	20
15. Drama Programmes	1,443	11,654	1,014	14,111	462	60	105	627
15a. Serious	150	736	-	886	-	-	-	-
15b. Domestic	803	1,077	539	2,419	267	-	-	267
15c. Comedy	485	5,014	-	5,499	75	30	-	105
15d. Crime, etc.	5	4,160	60	4,225	-	30	-	30
15e. Romantic	-	428	-	428	-	-	90	90
15f. Musical Com.	-	60	-	60	120	-	-	120
15g. Other	-	179	415	594	-	-	15	15
16. Variety	443	5,200	-	5,643	510	90	-	600
17. Personalities	721	168	-	889	240	30	-	270
18. Quiz, Games, etc.	121	30	-	151	658	30	45	733
19. Sports Progs.	2,135	190	-	2,325	505	-	45	550
19a. News	1,880	30	-	1,910	225	-	30	255
19b. Events	255	160	-	415	280	-	15	295
20. Children's Progs.	450	5,168	-	5,618	1,055	60	15	1,130
20a. Youth Educ.	45	834	-	879	483	-	-	483
20b-f. Drama	75	4,304	-	4,379	301	60	15	376
20b. Crime, etc.	30	1,913	-	1,943	209	-	-	209
20c. Comedy	-	1,100	-	1,100	30	60	-	90
20d. Fairy Tales	45	-	-	45	31	-	-	31
20e. Serious	-	-	-	-	31	-	-	31
20f. Other	-	1,291	-	1,291	-	-	15	15
20g. Variety	206	-	-	206	-	-	-	-
20h. Quiz, etc.	94	-	-	94	150	-	-	150
20i. Other	30	30	-	60	121	-	-	121
21. Prog. Promo.	101	-	-	101	215	-	-	215
TOTALS	16,743	25,881	1,222	43,846	5,923	425	430	6,778

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.



Table IV-12. Television Programme Time by Class of Programme and Nationality of Source: General Audience Hours\* on All Stations (CBC and Private), January 15-21, 1956. (in minutes)

Class of Programme	All Stations							
	CBC Stations				Private Stations			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	912	-	-	912	2,623	-	-	2,623
2. Nature & Science	-	75	90	165	49	64	30	143
3. Foreign Lands	195	45	90	330	72	243	85	400
4. Pol. & Pub. Aff.	30	-	-	30	30	-	-	30
5. Soc. & Human Rel.	480	30	-	510	910	31	-	941
6. Misc. Information	-	195	-	195	15	497	-	512
7. Canadian Activ.	1,031	30	60	1,121	1,978	30	-	2,008
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	372	300	-	672	491	1,001	-	1,492
10. Fine Arts, etc.	150	-	-	150	357	-	-	357
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	240	-	-	240	626	-	-	626
13. Fam. Living, etc.	120	-	30	150	505	64	15	584
13a. Family Living	120	-	30	150	464	-	15	479
13b. Merchandising	-	-	-	-	41	64	-	105
14. Music Programmes	495	421	15	931	1,926	600	13	2,539
14a. Serious	30	271	-	301	314	-	-	314
14b. Light	5	-	-	5	80	210	13	303
14c. Popular	200	150	15	365	651	360	-	1,011
14d. Folk, etc.	260	-	-	260	881	30	-	911
15. Drama Programmes	660	2,114	120	2,894	1,245	9,600	999	11,844
15a. Serious	150	240	-	390	-	496	-	496
15b. Domestic	300	210	-	510	770	867	539	2,176
15c. Comedy	150	882	-	1,032	410	4,162	-	4,572
15d. Crime, etc.	-	684	60	744	5	3,506	-	3,511
15e. Romantic	-	98	-	98	-	330	90	420
15f. Musical Com.	60	-	-	60	60	60	-	120
15g. Other	-	-	60	60	-	179	370	549
16. Variety	270	1,110	-	1,380	683	4,180	-	4,863
17. Personalities	596	30	-	626	365	168	-	533
18. Quiz, Games, etc.	210	-	30	240	569	60	15	644
19. Sports Progs.	855	15	45	915	1,785	175	-	1,960
19a. News	410	-	30	440	1,695	30	-	1,725
19b. Events	445	15	15	475	90	145	-	235
20. Children's Progs.	480	1,110	15	1,605	1,025	4,118	-	5,143
20a. Youth Educ.	210	360	-	570	318	474	-	792
20b-f. Drama	120	720	15	855	256	3,644	-	3,900
20b. Crime, etc.	90	180	-	270	149	1,733	-	1,882
20c. Comedy	30	300	-	330	-	860	-	860
20d. Fairy Tales	-	-	-	-	76	-	-	76
20e. Serious	-	-	-	-	31	-	-	31
20f. Other	-	240	15	255	-	1,051	-	1,051
20g. Variety	-	-	-	-	206	-	-	206
20h. Quiz, etc.	60	-	-	60	184	-	-	184
20i. Other	90	30	-	120	61	-	-	61
21. Prog. Promo.	185	-	-	185	131	-	-	131
TOTALS	7,281	5,475	495	13,251	15,385	20,831	1,157	37,373

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.



Table IV-13. Television Programme Time by Class of Programme and Nationality of Source: General Audience Hours\* on All Stations and Two U. S. Border Stations, January 15-21, 1956. (in minutes)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	3,535	-	-	3,535	-	215	-	215
2. Nature & Science	49	139	120	308	-	60	-	60
3. Foreign Lands	267	288	175	730	-	60	90	150
4. Pol. & Pub. Aff.	60	-	-	60	-	15	-	15
5. Soc. & Human Rel.	1,390	61	-	1,451	-	60	-	60
6. Misc. Information	15	692	-	707	-	38	-	38
7. Canadian Activ.	3,009	60	60	3,129	-	8 #	-	8 #
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	863	1,301	-	2,164	-	240	-	240
10. Fine Arts, etc.	507	-	-	507	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	866	-	-	866	-	-	-	-
13. Fam. Living, etc.	625	64	45	734	-	30	-	30
13a. Family Living	584	-	45	629	-	30	-	30
13b. Merchandising	41	64	-	105	-	-	-	-
14. Music Programmes	2,421	1,021	28	3,470	-	90	-	90
14a. Serious	344	271	-	615	-	-	-	-
14b. Light	85	210	13	308	-	-	-	-
14c. Popular	851	510	15	1,376	-	60	-	60
14d. Folk, etc.	1,141	30	-	1,171	-	30	-	30
15. Drama Programmes	1,905	11,714	1,119	14,738	-	1,649	30	1,679
15a. Serious	150	736	-	886	-	75	-	75
15b. Domestic	1,070	1,077	539	2,686	-	30	-	30
15c. Comedy	560	5,044	-	5,604	-	525	-	525
15d. Crime, etc.	5	4,190	60	4,255	-	802	-	802
15e. Romantic	-	428	90	518	-	60	-	60
15f. Musical Com.	120	60	-	180	-	7	-	7
15g. Other	-	179	430	609	-	150	30	180
16. Variety	953	5,290	-	6,243	-	360	-	360
17. Personalities	961	198	-	1,159	-	60	-	60
18. Quiz, Games, etc.	779	60	45	884	-	60	-	60
19. Sports Progs.	2,640	190	45	2,875	-	330	-	330
19a. News	2,105	30	30	2,165	-	30	-	30
19b. Events	535	160	15	710	-	300	-	300
20. Children's Progs.	1,505	5,228	15	6,748	-	1,045	-	1,045
20a. Youth Educ.	528	834	-	1,362	-	-	-	-
20b-f. Drama	376	4,364	15	4,755	-	855	-	855
20b. Crime, etc.	239	1,913	-	2,152	-	665	-	665
20c. Comedy	30	1,160	-	1,190	-	160	-	160
20d. Fairy Tales	76	-	-	76	-	-	-	-
20e. Serious	31	-	-	31	-	-	-	-
20f. Other	-	1,291	15	1,306	-	30	-	30
20g. Variety	206	-	-	206	-	190	-	190
20h. Quiz, etc.	244	-	-	244	-	-	-	-
20i. Other	151	30	-	181	-	-	-	-
21. Prog. Promo.	316	-	-	316	-	-	-	-
TOTALS	22,666	26,306	1,652	50,624	-	4,320	120	4,440

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

# U. S. Activities and Heritage.

Table IV-13-A-1. Television Programme Time in Programmes Produced in Canada by Percentage in Classes of Programme by Class of Station: General Audience Hours\*, January 15-21, 1956.

Class of Programme	CBC- English	CBC- French	CBC- Total	Private English	Private- French
1. News & Weather	16.2	6.7	12.5	19.1	8.9
2. Nature & Science	-	-	-	.1	1.1
3. Foreign Lands	-	6.9	2.7	-	2.3
4. Pol. & Pub. Aff.	.7	-	.4	-	1.0
5. Soc. & Human Rel.	8.1	4.2	6.6	7.2	.7
6. Misc. Information	-	-	-	-	.5
7. Canadian Activ.	19.8	5.3	14.2	14.8	4.9
8. "Feedback" Progs.	-	-	-	-	-
9. Religion	4.0	6.8	5.1	3.1	3.3
10. Fine Arts, etc.	3.4	-	2.1	2.5	1.5
11. Dance	-	-	-	-	-
12. Agriculture, etc.	4.0	2.1	3.3	4.4	2.9
13. Fam. Living, etc.	2.0	1.1	1.6	3.3	3.2
13a. Family Living	2.0	1.1	1.6	3.1	2.9
13b. Merchandising	-	-	-	.2	.3
14. Music Programmes	8.7	3.9	6.8	13.3	9.4
14a. Serious	.7	-	.4	1.8	2.9
14b. Light	.1	-	.1	.4	1.1
14c. Popular	2.5	3.2	2.7	3.9	5.4
14d. Folk, etc.	5.4	.7	3.6	7.2	-
15. Drama Programmes	10.1	7.4	9.1	8.1	8.1
15a. Serious	3.4	-	2.1	-	-
15b. Domestic	4.0	4.2	4.1	5.1	4.7
15c. Comedy	2.7	1.1	2.1	3.0	1.5
15d. Crime, etc.	-	-	-	#	-
15e. Romantic	-	-	-	-	-
15f. Musical Com.	-	2.1	.8	-	1.9
15g. Other	-	-	-	-	-
16. Variety	2.0	6.4	3.7	2.9	10.7
17. Personalities	8.0	8.5	8.2	3.0	-
18. Quiz, Games, etc.	-	7.4	2.9	1.0	14.5
19. Sports Progs.	12.9	9.9	11.7	12.7	7.3
19a. News	7.9	2.1	5.6	12.5	5.3
19b. Events	5.0	7.8	6.1	.2	2.0
20. Children's Progs.	-	17.0	6.6	3.7	18.6
20a. Youth Educ.	-	7.4	2.9	.4	8.8
20b-f. Drama	-	4.3	1.6	.6	5.8
20b. Crime, etc.	-	3.2	1.2	.2	3.8
20c. Comedy	-	1.1	.4	-	-
20d. Fairy Tales	-	-	-	.4	1.0
20e. Serious	-	-	-	-	1.0
20f. Other	-	-	-	-	-
20g. Variety	-	-	-	1.7	-
20h. Quiz, etc.	-	2.1	.8	.8	2.9
20i. Other	-	3.2	1.3	.2	1.0
21. Prog. Promo	<u>.1</u>	<u>6.4</u>	<u>2.5</u>	<u>.8</u>	<u>1.1</u>
TOTALS	100.0	100.0	100.0	100.0	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

# Less than .05

Table IV-13-A-2. Television Programme Time in Programmes Produced in Canada by Percentage in Classes of Programme by Class of Station: General Audience Hours\*, January 15-21, 1956.

Class of Programme	Private Total	All English	All French	All Canadian
1. News & Weather	17.0	18.3	7.9	15.6
2. Nature & Science	.3	.1	.6	.2
3. Foreign Lands	.5	-	4.5	1.2
4. Pol. & Pub. Aff.	.2	.2	.5	.3
5. Soc. & Human Rel.	5.9	7.5	2.4	6.1
6. Misc. Information	.1	-	.3	.1
7. Canadian Activ.	12.8	16.2	5.1	13.3
8. "Feedback" Progs.	-	-	-	-
9. Religion	3.2	3.4	5.0	3.8
10. Fine Arts, etc.	2.3	2.8	.8	2.3
11. Dance	-	-	-	-
12. Agriculture, etc.	4.1	4.3	2.5	3.8
13. Fam. Living, etc.	3.3	3.0	2.2	2.8
13a. Family Living	3.0	2.8	2.0	2.6
13b. Merchandising	.3	.2	.2	.2
14. Music Programmes	12.5	12.0	6.7	10.7
14a. Serious	2.1	1.5	1.5	1.5
14b. Light	.5	.3	.6	.4
14c. Popular	4.2	3.5	4.3	3.8
14d. Folk, etc.	5.7	6.7	.3	5.0
15. Drama Programmes	8.1	8.6	7.8	8.4
15a. Serious	-	.9	-	.7
15b. Domestic	5.0	4.8	4.5	4.7
15c. Comedy	2.7	2.9	1.3	2.5
15d. Crime, etc.	#	#	-	#
15e. Romantic	-	-	-	-
15f. Musical Com.	.4	-	2.0	.5
15g. Other	-	-	-	-
16. Variety	4.4	2.6	8.6	4.2
17. Personalities	2.4	4.3	4.1	4.2
18. Quiz, Games, etc.	3.7	.7	11.1	3.4
19. Sports Progs.	11.6	12.7	8.5	11.6
19a. News	11.0	11.2	3.8	9.3
19b. Events	.6	1.5	4.7	2.3
20. Children's Progs.	6.7	2.7	17.8	6.6
20a. Youth Educ.	2.1	.3	8.2	2.3
20b-f. Drama	1.7	.4	5.1	1.6
20b. Crime, etc.	1.0	.2	3.5	1.1
20c. Comedy	-	-	.5	.1
20d. Fairy Tales	.5	.2	.5	.3
20e. Serious	.2	-	.6	.1
20f. Other	-	-	-	-
20g. Variety	1.3	1.2	-	.9
20h. Quiz, etc.	1.2	.6	2.5	1.1
20i. Other	.4	.2	2.0	.7
21. Prog. Promo.	.9	.6	3.6	1.4
TOTALS	100.0	100.0	100.0	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

# Less than .05

Table IV-13-B-1. Television Programme Time in Programmes Produced in the United States by Percentage in Classes of Programmes by Class of Station: General Audience Hours\*, January 15-21, 1956

Class of Programme	CBC-English	CBC-French	CBC-Total	Private-English	Private-French
1. News & Weather	-	-	-	-	-
2. Nature & Science	1.4	-	1.4	.3	-
3. Foreign Lands	.3	33.3	.8	1.2	1.5
4. Pol. & Pub. Aff.	-	-	-	-	-
5. Soc. & Human Rel.	-	33.3	.5	.2	-
6. Misc. Information	3.6	-	3.6	2.4	-
7. Canadian Activ.	-	33.4	.5	.1	-
8. "Feedback" Progs.	-	-	-	-	-
9. Religion	5.6	-	5.5	4.7	8.9
10. Fine Arts, etc.	-	-	-	-	-
11. Dance	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-
13. Fam. Living, etc.	-	-	-	.3	-
13a. Family Living	-	-	-	-	-
13b. Merchandising	-	-	-	.3	-
14. Music Programmes	7.8	-	7.7	2.8	8.9
14a. Serious	5.0	-	5.0	-	-
14b. Light	-	-	-	.9	8.9
14c. Popular	2.8	-	2.7	1.8	-
14d. Folk, etc.	-	-	-	.1	-
15. Drama Programmes	39.3	-	38.6	46.6	17.9
15a. Serious	4.5	-	4.4	2.4	-
15b. Domestic	3.9	-	3.8	4.2	-
15c. Comedy	16.4	-	16.1	20.2	9.0
15d. Crime, etc.	12.7	-	12.5	17.0	8.9
15e. Romantic	1.8	-	1.8	1.6	-
15f. Musical Com.	-	-	-	.3	-
15g. Other	-	-	-	.9	-
16. Variety	20.6	-	20.3	20.0	26.9
17. Personalities	.4	-	.5	.7	9.0
18. Quiz, Games, etc.	-	-	-	.1	9.0
19. Sports Progs.	.3	-	.3	.9	-
19a. News	-	-	-	.2	-
19b. Events	.3	-	.3	.7	-
20. Children's Progs.	20.7	-	20.3	19.7	17.9
20a. Youth Educ.	6.7	-	6.6	2.3	-
20b-f. Drama	13.5	-	13.2	17.4	17.9
20b. Crime, etc.	3.4	-	3.3	8.4	-
20c. Comedy	5.6	-	5.5	3.9	17.9
20d. Fairy Tales	-	-	-	-	-
20e. Serious	-	-	-	-	-
20f. Other	4.5	-	4.4	5.1	-
20g. Variety	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-
20i. Other	.6	-	.5	-	-
21. Prog. Promo.	-	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.



Table IV-13-B-2. Television Programme Time in Programmes Produced in the United States by Percentage in Classes of Programmes by Class of Station: General Audience Hours\*, January 15-21, 1956.

Class of Programme	Private Total	All English	All French	All Canadian
1. News & Weather	-	-	-	-
2. Nature & Science	.3	.5	-	.5
3. Foreign Lands	1.2	1.0	8.2	1.1
4. Pol. & Pub. Aff.	-	-	-	-
5. Soc. & Human Rel.	.2	.1	7.0	.2
6. Misc. Information	2.4	2.7	-	2.7
7. Canadian Activ.	.1	.1	7.1	.2
8. "Feedback" Progs.	-	-	-	-
9. Religion	4.8	4.9	7.0	5.0
10. Fine Arts, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, etc.	-	-	-	-
13. Fam. Living, etc.	.3	.3	-	.2
13a. Family Living	-	-	-	-
13b. Merchandising	.3	.3	-	.2
14. Music Programmes	2.9	3.9	7.1	3.9
14a. Serious	-	1.1	-	1.1
14b. Light	1.0	.7	7.1	.8
14c. Popular	1.7	2.0	-	1.9
14d. Folk, etc.	.2	.1	-	.1
15. Drama Programmes	46.1	45.0	14.1	44.5
15a. Serious	2.4	2.8	-	2.8
15b. Domestic	4.2	4.2	-	4.1
15c. Comedy	20.0	19.4	7.1	19.2
15d. Crime, etc.	16.8	16.1	7.0	15.9
15e. Romantic	1.6	1.6	-	1.6
15f. Musical Com.	.3	.2	-	.2
15g. Other	.8	.7	-	.7
16. Variety	20.0	20.1	21.2	20.1
17. Personalities	.8	.7	7.1	.8
18. Quiz, Games, etc.	.3	.1	7.1	.2
19. Sports Progs.	.8	.7	-	.7
19a. News	.1	.1	-	.1
19b. Events	.7	.6	-	.6
20. Children's Progs.	19.8	19.9	14.1	19.9
20a. Youth Educ.	2.3	3.2	-	3.2
20b-f. Drama	17.5	16.7	14.1	16.6
20b. Crime	8.3	7.4	-	7.3
20c. Comedy	4.1	4.2	14.1	4.4
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	5.1	5.0	-	4.9
20g. Variety	-	-	-	-
20h. Quiz, etc.	-	-	-	-
20i. Other	-	.1	-	.1
21. Prog. Promo.	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.

Saturday, sign-on to 9:00 p.m.

Sunday, sign-on to 9:00 p.m.

Table IV-13-C-1. Television Programme Time in Programmes Produced in Other Countries by Percentage in Classes of Programme by Class of Station: General Audience Hours\*, January 15-21, 1956.

Class of Programme	CBC- English	CBC- French	CBC- Total	Private English	Private French
1. News & Weather	-	-	-	-	-
2. Nature & Science	33.4	-	18.2	3.2	-
3. Foreign Lands	-	40.0	18.2	1.6	34.2
4. Pol. & Pub. Aff.	-	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-	-
6. Misc. Information	-	-	-	-	-
7. Canadian Activ.	22.2	-	12.1	-	-
8. "Feedback" Progs.	-	-	-	-	-
9. Religion	-	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-
11. Dance	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-
13. Fam. Living, etc.	-	13.3	6.1	-	7.3
13a. Family Living	-	13.3	6.1	-	7.3
13b. Merchandising	-	-	-	-	-
14. Music Programmes	-	6.7	3.0	1.4	-
14a. Serious	-	-	-	-	-
14b. Light	-	-	-	1.4	-
14c. Popular	-	6.7	3.0	-	-
14d. Folk, etc.	-	-	-	-	-
15. Drama Programmes	44.4	-	24.2	93.8	51.2
15a. Serious	-	-	-	-	-
15b. Domestic	-	-	-	56.5	-
15c. Comedy	-	-	-	-	-
15d. Crime, etc.	22.2	-	12.1	-	-
15e. Romantic	-	-	-	-	43.9
15f. Musical Com.	-	-	-	-	-
15g. Other	22.2	-	12.1	37.3	7.3
16. Variety	-	-	-	-	-
17. Personalities	-	-	-	-	-
18. Quiz, Games, etc.	-	13.3	6.1	-	7.3
19. Sports Progs.	-	20.0	9.1	-	-
19a. News	-	13.3	6.1	-	-
19b. Events	-	6.7	3.0	-	-
20. Children's Progs.	-	6.7	3.0	-	-
20a. Youth Educ.	-	-	-	-	-
20b-f. Drama	-	6.7	3.0	-	-
20b. Crime, etc.	-	-	-	-	-
20c. Comedy	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-
20e. Serious	-	-	-	-	-
20f. Other	-	6.7	3.0	-	-
20g. Variety	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-
20i. Other	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-13-C-2. Television Programme Time in Programmes Produced in Other Countries by Percentage in Classes of Programme by Class of Station: General Audience Hours\*, January 15-21, 1956.

Class of Programme	Private Total	All English	All French	All Canadian
1. News & Weather	-	-	-	-
2. Nature & Science	2.6	9.8	-	7.3
3. Foreign Lands	7.4	1.2	37.1	10.6
4. Pol. & Pub. Aff.	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-
6. Misc. Information	-	-	-	-
7. Canadian Activ.	-	4.9	-	3.7
8. "Feedback" Progs.	-	-	-	-
9. Religion	-	-	-	-
10. Fine Arts, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, etc.	-	-	-	-
13. Fam. Living, etc.	1.3	-	10.5	2.7
13a. Family Living	1.3	-	10.5	2.7
13b. Merchandising	-	-	-	-
14. Music Programmes	1.1	1.1	3.5	1.7
14a. Serious	-	-	-	-
14b. Light	1.1	1.1	-	.8
14c. Popular	-	-	3.5	.9
14d. Folk, etc.	-	-	-	-
15. Drama Programmes	86.3	83.0	24.4	67.7
15a. Serious	-	-	-	-
15b. Domestic	46.6	44.1	-	32.6
15c. Comedy	-	-	-	-
15d. Crime, etc.	-	4.9	-	3.6
15e. Romantic	7.8	-	20.9	5.5
15f. Musical Com.	-	-	-	-
15g. Other	31.9	34.0	3.5	26.0
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games, etc.	1.3	-	10.5	2.7
19. Sports Progs.	-	-	10.5	2.7
19a. News	-	-	7.0	1.8
19b. Events	-	-	3.5	.9
20. Children's Progs.	-	-	3.5	.9
20a. Youth Educ.	-	-	-	-
20b-f. Drama	-	-	3.5	.9
20b. Crime, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	3.5	.9
20g. Variety	-	-	-	-
20h. Quiz, etc.	-	-	-	-
20i. Other	-	-	-	-
21. Prog. Promo.	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-13-D-1. Television Programme Time: Total by Percentage  
in Classes of Programme by Class of Stations:  
General Audience Hours\*,  
January 15-21, 1956.

Class of Programme	CBC- English	CBC- French	CBC- Total	Private English	Private French
1. News & Weather	7.1	6.1	6.9	7.0	7.6
2. Nature & Science	1.6	-	1.3	.3	.9
3. Foreign Lands	.2	10.0	2.5	.7	4.0
4. Pol. & Pub. Aff.	.3	-	.2	-	.8
5. Soc. & Human Rel.	3.6	4.8	3.9	2.7	.6
6. Misc. Information	1.9	-	1.5	1.5	.4
7. Canadian Activ.	9.3	5.7	8.5	5.5	4.2
8. "Feedback" Progs.	-	-	-	-	-
9. Religion	4.7	6.1	5.1	4.0	3.6
10. Fine Arts, etc.	1.5	-	1.1	.9	1.3
11. Dance	-	-	-	-	-
12. Agriculture, etc.	1.8	1.9	1.8	1.6	2.5
13. Fam. Living, etc.	.9	1.9	1.1	1.4	3.1
13a. Family Living	.9	1.9	1.1	1.1	2.9
13b. Merchandising	-	-	-	.3	.2
14. Music Programmes	8.0	4.0	7.0	6.6	8.9
14a. Serious	3.0	-	2.3	.7	2.5
14b. Light	#	-	#	.7	1.8
14c. Popular	2.6	3.3	2.8	2.5	4.6
14d. Folk, etc.	2.4	.7	1.9	2.7	-
15. Drama Programmes	26.6	6.7	21.8	33.9	11.5
15a. Serious	3.9	-	2.9	1.5	-
15b. Domestic	3.9	3.8	3.8	6.0	4.0
15c. Comedy	9.9	1.0	7.8	13.3	2.1
15d. Crime, etc.	7.4	-	5.6	10.3	.8
15e. Romantic	1.0	-	.7	1.0	2.5
15f. Musical Com.	-	1.9	.5	.2	1.7
15g. Other	.6	-	.5	1.6	.4
16. Variety	11.9	5.7	10.4	13.2	11.5
17. Personalities	3.8	7.6	4.7	1.5	.8
18. Quiz, Games, etc.	-	7.6	1.8	.5	13.6
19. Sports Progs.	5.8	10.4	6.9	5.1	6.2
19a. News	3.5	2.9	3.3	4.6	4.5
19b. Events	2.3	7.5	3.6	.5	1.7
20. Children's Progs.	11.0	15.8	12.1	13.3	17.5
20a. Youth Educ.	3.6	6.7	4.3	1.5	7.5
20b-f. Drama	7.1	4.3	6.5	10.8	6.6
20b. Crime etc.	1.8	2.9	2.1	5.2	3.3
20c. Comedy	3.0	.9	2.5	2.4	1.7
20d. Fairy Tales	-	-	-	.1	.8
20e. Serious	-	-	-	-	.8
20f. Other	2.3	.5	1.9	3.1	-
20g. Variety	-	-	-	.6	-
20h. Quiz, etc.	-	1.9	.5	.3	2.5
20i. Other	.3	2.9	.8	.1	.9
21. Prog. Promo.	#	5.7	1.4	.3	1.0
TOTALS	100.0	100.0	100.0	100.0	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

# Less than .05



Table IV-13-D-2. Television Programme Time: Total by Percentage  
in Classes of Programme by Class of Stations:  
General Audience Hours\*,  
January 15-21, 1956.

Class of Programme	Private Total	All English	All French	All Canadian
1. News & Weather	6.9	7.0	6.9	7.0
2. Nature & Science	.4	.6	.5	.6
3. Foreign Lands	1.1	.6	6.8	1.5
4. Pol. & Pub. Aff.	.1	.1	.4	.1
5. Soc. & Human Rel.	2.5	2.9	2.5	2.9
6. Misc. Information	1.4	1.6	.2	1.4
7. Canadian activ.	5.3	6.4	4.9	6.2
8. "Feedback" Progs.	-	-	-	-
9. Religion	4.0	4.2	4.8	4.3
10. Fine Arts, etc.	1.0	1.1	.7	1.0
11. Dance	-	-	-	-
12. Agriculture, etc.	1.7	1.6	2.2	1.7
13. Fam. Living, etc.	1.6	1.3	2.6	1.4
13a. Family Living	1.3	1.1	2.4	1.2
13b. Merchandising	.3	.2	.2	.2
14. Music Programmes	6.8	6.9	6.6	6.9
14a. Serious	.8	1.2	1.3	1.2
14b. Light	.8	.6	1.0	.6
14c. Popular	2.7	2.5	4.0	2.8
14d. Folk, etc.	2.5	2.6	.3	2.3
15. Drama Programmes	31.7	32.2	9.3	29.1
15a. Serious	1.4	2.0	-	1.8
15b. Domestic	5.8	5.5	3.9	5.3
15c. Comedy	12.2	12.6	1.6	11.1
15d. Crime, etc.	9.4	9.6	.4	8.4
15e. Romantic	1.1	1.0	1.4	1.0
15f. Musical Com.	.3	.1	1.8	.3
15g. Other	1.5	1.4	.2	1.2
16. Variety	13.0	12.9	8.9	12.3
17. Personalities	1.4	2.0	3.9	2.3
18. Quiz, Games, etc.	1.7	.3	10.8	1.7
19. Sports Progs.	5.2	5.3	8.1	5.7
19a. News	4.6	4.4	3.8	4.3
19b. Events	.6	.9	4.3	1.4
20. Children's Progs.	13.8	12.8	16.7	13.3
20a. Youth Educ.	2.1	2.0	7.2	2.7
20b-f. Drama	10.4	10.0	5.5	9.4
20b. Crime, etc.	5.0	4.4	3.1	4.3
20c. Comedy	2.3	2.5	1.3	2.3
20d. Fairy Tales	.2	.1	.5	.2
20e. Serious	.1	-	.4	.1
20f. Other	2.8	3.0	.2	2.5
20g. Variety	.6	.5	-	.4
20h. Quiz, etc.	.5	.2	2.2	.5
20i. Other	.2	.1	1.8	.3
21. Prog. Promo.	<u>.4</u>	<u>.2</u>	<u>3.2</u>	<u>.6</u>
TOTALS	100.0	100.0	100.0	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table IV-14. Television Programme Time by Class of Programme and Nationality of Source: General Audience Hours\* on CBC Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	CBC Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	--	-	100.0	100.0	--	--	100.0
2. Nature & Science	-	45.5	54.5	100.0	-	--	--	-
3. Foreign Lands	-	100.0	-	100.0	61.9	9.5	28.6	100.0
4. Pol. & Pub. Aff.	100.0	--	-	100.0	-	--	--	-
5. Soc. & Human Rel.	100.0	--	-	100.0	80.0	20.0	--	100.0
6. Misc. Information	-	100.0	-	100.0	-	--	--	-
7. Canadian Activ.	93.6	--	6.4	100.0	83.3	16.7	--	100.0
8. "Feedback" Progs.	-	--	-	-	-	--	--	-
9. Religion	37.5	62.5	-	100.0	100.0	--	--	100.0
10. Fine Arts, etc.	100.0	--	-	100.0	-	--	--	-
11. Dance	-	--	-	-	-	--	--	-
12. Agriculture, etc.	100.0	--	-	100.0	100.0	--	--	100.0
13. Fam. Liv., etc.	100.0	--	-	100.0	50.0	--	50.0	100.0
13a. Fam. Living	100.0	--	-	100.0	50.0	--	50.0	100.0
13b. Merchandising	-	--	-	-	-	--	--	-
14. Music Programmes	47.8	52.2	-	100.0	88.0	--	12.0	100.0
14a. Serious	10.0	90.0	-	100.0	-	--	--	-
14b. Light	100.0	--	-	100.0	-	--	--	-
14c. Popular	42.3	57.7	-	100.0	85.7	--	14.3	100.0
14d. Folk, etc.	100.0	--	-	100.0	100.0	--	--	100.0
15. Drama Programmes	16.8	78.8	4.4	100.0	100.0	--	--	100.0
15a. Serious	38.5	61.5	-	100.0	-	--	--	-
15b. Domestic	46.2	53.8	-	100.0	100.0	--	--	100.0
15c. Comedy	12.0	88.0	-	100.0	100.0	--	--	100.0
15d. Crime, etc.	-	91.9	8.1	100.0	-	--	--	-
15e. Romantic	-	100.0	-	100.0	-	--	--	-
15f. Musical Com.	-	--	-	-	100.0	--	--	100.0
15g. Other	-	--	100.0	100.0	-	--	--	-
16. Variety	7.5	92.5	-	100.0	100.0	--	--	100.0
17. Personalities	92.2	7.8	-	100.0	100.0	--	--	100.0
18. Quiz, Games, etc.	-	--	-	-	87.5	--	12.5	100.0
19. Sports Progs.	97.5	2.5	-	100.0	86.2	--	13.8	100.0
19a. News	100.0	--	-	100.0	66.7	--	33.3	100.0
19b. Events	93.8	6.2	-	100.0	93.6	--	6.4	100.0
20. Children's Progs.	-	100.0	-	100.0	97.0	--	3.0	100.0
20a. Youth Educ.	-	100.0	-	100.0	100.0	--	--	100.0
20b-f. Drama	-	100.0	-	100.0	88.9	--	11.1	100.0
20b. Crime, etc.	-	100.0	-	100.0	100.0	--	--	100.0
20c. Comedy	-	100.0	-	100.0	100.0	--	--	100.0
20d. Fairy Tales	-	--	-	-	-	--	--	-
20e. Serious	-	--	-	-	-	--	--	-
20f. Other	-	100.0	-	100.0	-	--	100.0	100.0
20g. Variety	-	--	-	-	-	--	--	-
20h. Quiz, etc.	-	--	-	-	100.0	--	--	100.0
20i. Other	-	100.0	-	100.0	100.0	--	--	100.0
21. Prog. Promo.	100.0	--	-	100.0	100.0	--	--	100.0
TOTALS	44.1	53.3	2.6	100.0	90.0	2.8	7.2	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-15. Television Programme Time by Class of Programme and Nationality of Source: General Audience Hours\* on Private Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	Private Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	100.0	-	-	100.0
2. Nature & Science	13.8	58.7	27.5	100.0	100.0	-	-	100.0
3. Foreign Lands	-	94.1	5.9	100.0	49.0	3.4	47.6	100.0
4. Pol. & Pub. Aff.	-	-	-	-	100.0	-	-	100.0
5. Soc. & Human Rel.	96.6	3.4	-	100.0	100.0	-	-	100.0
6. Misc. Information	-	100.0	-	100.0	100.0	-	-	100.0
7. Canadian Activ.	98.4	1.6	-	100.0	100.0	-	-	100.0
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	28.5	71.5	-	100.0	77.6	22.4	-	100.0
10. Fine Arts, etc.	100.0	-	-	100.0	100.0	-	-	100.0
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	100.0	-	-	100.0	100.0	-	-	100.0
13. Fam. Living, etc.	86.4	13.6	-	100.0	86.8	-	13.2	100.0
13a. Family Living	100.0	-	-	100.0	85.6	-	14.4	100.0
13b. Merchandising	32.6	67.4	-	100.0	100.0	-	-	100.0
14. Music Programmes	73.7	25.7	0.6	100.0	90.7	9.3	-	100.0
14a. Serious	100.0	-	-	100.0	100.0	-	-	100.0
14b. Light	18.9	75.6	5.5	100.0	53.8	46.2	-	100.0
14c. Popular	57.3	42.7	-	100.0	100.0	-	-	100.0
14d. Folk, etc.	96.7	3.3	-	100.0	-	-	-	-
15. Drama Programmes	8.7	83.5	7.8	100.0	60.4	14.4	25.2	100.0
15a. Serious	-	100.0	-	100.0	-	-	-	-
15b. Domestic	30.7	42.7	26.6	100.0	100.0	-	-	100.0
15c. Comedy	8.1	91.9	-	100.0	60.0	40.0	-	100.0
15d. Crime, etc.	0.1	99.9	-	100.0	-	100.0	-	100.0
15e. Romantic	-	100.0	-	100.0	-	-	100.0	100.0
15f. Musical Com.	-	100.0	-	100.0	100.0	-	-	100.0
15g. Other	-	33.5	66.5	100.0	-	-	100.0	100.0
16. Variety	7.9	92.1	-	100.0	78.6	21.4	-	100.0
17. Personalities	72.6	27.4	-	100.0	-	100.0	-	100.0
18. Quiz, Games, etc.	80.1	19.9	-	100.0	90.9	6.1	3.0	100.0
19. Sports Progs.	89.9	10.1	-	100.0	100.0	-	-	100.0
19a. News	98.1	1.9	-	100.0	100.0	-	-	100.0
19b. Events	17.1	82.9	-	100.0	100.0	-	-	100.0
20. Children's Progs.	10.0	90.0	-	100.0	90.6	9.4	-	100.0
20a. Youth Educ.	8.7	91.3	-	100.0	100.0	-	-	100.0
20b-f. Drama	2.0	98.0	-	100.0	75.1	24.9	-	100.0
20b. Crime, etc.	1.7	98.3	-	100.0	100.0	-	-	100.0
20c. Comedy	-	100.0	-	100.0	-	100.0	-	100.0
20d. Fairy Tales	100.0	-	-	100.0	100.0	-	-	100.0
20e. Serious	-	-	-	-	100.0	-	-	100.0
20f. Other	-	100.0	-	100.0	-	-	-	-
20g. Variety	100.0	-	-	100.0	-	-	-	-
20h. Quiz, etc.	100.0	-	-	100.0	100.0	-	-	100.0
20i. Other	100.0	-	-	100.0	100.0	-	-	100.0
21. Prog. Promo.	100.0	-	-	100.0	100.0	-	-	100.0
TOTALS	36.4	60.8	2.8	100.0	85.1	9.2	5.7	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.



Table IV-16. Television Programme Time by Class of Programme and Nationality of Source: General Audience Hours\* on All Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	All Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	100.0	-	-	100.0
2. Nature & Science	5.5	50.7	43.8	100.0	100.0	-	-	100.0
3. Foreign Lands	-	94.4	5.6	100.0	57.8	7.6	34.6	100.0
4. Pol. & Pub. Aff.	100.0	-	-	100.0	100.0	-	-	100.0
5. Soc. & Human Rel.	97.6	2.4	-	100.0	82.3	17.7	-	100.0
6. Misc. Information	-	100.0	-	100.0	100.0	-	-	100.0
7. Canadian Activ.	96.8	1.1	2.1	100.0	90.9	9.1	-	100.0
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	30.8	69.2	-	100.0	90.8	9.2	-	100.0
10. Fine Arts, etc.	100.0	-	-	100.0	100.0	-	-	100.0
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	100.0	-	-	100.0	100.0	-	-	100.0
13. Fam. Living, etc.	88.6	11.4	-	100.0	74.1	-	25.9	100.0
13a. Family Living	100.0	-	-	100.0	72.6	-	27.4	100.0
13b. Merchandising	32.6	67.4	-	100.0	100.0	-	-	100.0
14. Music Programmes	66.8	32.8	0.4	100.0	89.9	6.7	3.4	100.0
14a. Serious	48.4	51.6	-	100.0	100.0	-	-	100.0
14b. Light	20.6	74.1	5.3	100.0	53.8	46.2	-	100.0
14c. Popular	53.8	46.2	-	100.0	94.5	-	5.5	100.0
14d. Folk, etc.	97.4	2.6	-	100.0	100.0	-	-	100.0
15. Drama Programmes	10.2	82.6	7.2	100.0	73.7	9.6	16.7	100.0
15a. Serious	16.9	83.1	-	100.0	-	-	-	-
15b. Domestic	33.2	44.5	22.3	100.0	100.0	-	-	100.0
15c. Comedy	8.8	91.2	-	100.0	71.4	28.6	-	100.0
15d. Crime, etc.	0.1	98.5	1.4	100.0	-	100.0	-	100.0
15e. Romantic	-	100.0	-	100.0	-	-	100.0	100.0
15f. Musical Com.	-	100.0	-	100.0	100.0	-	-	100.0
15g. Other	-	30.1	69.9	100.0	-	-	100.0	100.0
16. Variety	7.9	92.1	-	100.0	85.0	15.0	-	100.0
17. Personalities	81.1	18.9	-	100.0	88.9	11.1	-	100.0
18. Quiz, Games, etc.	80.1	19.9	-	100.0	89.8	4.1	6.1	100.0
19. Sports Progs.	91.8	8.2	-	100.0	91.8	-	8.2	100.0
19a. News	98.4	1.6	-	100.0	88.2	-	11.8	100.0
19b. Events	61.4	38.6	-	100.0	94.9	-	5.1	100.0
20. Children's Progs.	8.0	92.0	-	100.0	93.4	5.3	1.3	100.0
20a. Youth Educ.	5.1	94.9	-	100.0	100.0	-	-	100.0
20b-f. Drama	1.7	98.3	-	100.0	80.0	15.9	4.1	100.0
20b. Crime, etc.	1.5	98.5	-	100.0	100.0	-	-	100.0
20c. Comedy	-	100.0	-	100.0	33.3	66.7	-	100.0
20d. Fairy Tales	100.0	-	-	100.0	100.0	-	-	100.0
20e. Serious	-	-	-	-	100.0	-	-	100.0
20f. Other	-	100.0	-	100.0	-	-	100.0	100.0
20g. Variety	100.0	-	-	100.0	-	-	-	-
20h. Quiz, etc.	100.0	-	-	100.0	100.0	-	-	100.0
20i. Other	50.0	50.0	-	100.0	100.0	-	-	100.0
21. Prog. Promo.	100.0	-	-	100.0	100.0	-	-	100.0
TOTALS	38.2	59.0	2.8	100.0	87.4	6.3	6.3	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.



Table IV-17. Television Programme Time by Class of Programme and Nationality of Source: General Audience Hours\* on All Stations (CBC and Private), January 15-21, 1956. (in percent)

Class of Programme	All Stations							
	CBC Stations				Private Stations			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	100.0	-	-	100.0
2. Nature & Science	-	45.5	54.5	100.0	34.3	44.8	20.9	100.0
3. Foreign Lands	59.1	13.6	27.3	100.0	18.0	60.7	21.3	100.0
4. Pol. & Pub. Aff.	100.0	-	-	100.0	100.0	-	-	100.0
5. Soc. & Human Rel.	94.1	5.9	-	100.0	96.7	3.3	-	100.0
6. Misc. Information	-	100.0	-	100.0	2.9	97.1	-	100.0
7. Canadian Activ.	92.0	2.7	5.3	100.0	98.5	1.5	-	100.0
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	55.4	44.6	-	100.0	32.9	67.1	-	100.0
10. Fine Arts, etc.	100.0	-	-	100.0	100.0	-	-	100.0
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	100.0	-	-	100.0	100.0	-	-	100.0
13. Fam. Living, etc.	80.0	-	20.0	100.0	86.5	11.0	2.5	100.0
13a. Family Living	80.0	-	20.0	100.0	96.9	-	3.1	100.0
13b. Merchandising	-	-	-	-	39.0	61.0	-	100.0
14. Music Programmes	53.2	45.2	1.6	100.0	75.9	23.6	0.5	100.0
14a. Serious	10.0	90.0	-	100.0	100.0	-	-	100.0
14b. Light	100.0	-	-	100.0	26.4	69.3	4.3	100.0
14c. Popular	54.8	41.1	4.1	100.0	64.4	35.6	-	100.0
14d. Folk, etc.	100.0	-	-	100.0	96.7	3.3	-	100.0
15. Drama Programmes	22.8	73.0	4.2	100.0	10.5	81.0	8.5	100.0
15a. Serious	38.5	61.5	-	100.0	-	100.0	-	100.0
15b. Domestic	58.8	41.2	-	100.0	35.4	39.8	24.8	100.0
15c. Comedy	14.5	85.5	-	100.0	9.0	91.0	-	100.0
15d. Crime, etc.	-	91.9	8.1	100.0	0.1	99.9	-	100.0
15e. Romantic	-	100.0	-	100.0	-	78.6	21.4	100.0
15f. Musical Com.	100.0	-	-	100.0	50.0	50.0	-	100.0
15g. Other	-	-	100.0	100.0	-	32.6	67.4	100.0
16. Variety	19.6	80.4	-	100.0	14.0	86.0	-	100.0
17. Personalities	95.2	4.8	-	100.0	68.5	31.5	-	100.0
18. Quiz, Games, etc.	87.5	-	12.5	100.0	88.4	9.3	2.3	100.0
19. Sports Progs.	93.4	1.6	5.0	100.0	91.1	8.9	-	100.0
19a. News	93.2	-	6.8	100.0	98.3	1.7	-	100.0
19b. Events	93.8	3.1	3.1	100.0	38.3	61.7	-	100.0
20. Children's Progs.	29.9	69.2	0.9	100.0	19.9	80.1	-	100.0
20a. Youth Educ.	36.8	63.2	-	100.0	40.2	59.8	-	100.0
20b-f. Drama	14.0	84.2	1.8	100.0	6.6	93.4	-	100.0
20b. Crime, etc.	33.3	66.7	-	100.0	7.9	92.1	-	100.0
20c. Comedy	9.1	90.9	-	100.0	-	100.0	-	100.0
20d. Fairy Tales	-	-	-	-	100.0	-	-	100.0
20e. Serious	-	-	-	-	100.0	-	-	100.0
20f. Other	-	94.1	5.9	100.0	-	100.0	-	100.0
20g. Variety	-	-	-	-	100.0	-	-	100.0
20h. Quiz, etc.	100.0	-	-	100.0	100.0	-	-	100.0
20i. Other	66.7	33.3	-	100.0	100.0	-	-	100.0
21. Prog. Promo.	100.0	-	-	100.0	100.0	-	-	100.0
TOTALS	54.9	41.3	3.8	100.0	41.2	55.7	3.1	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-18. Television Programme Time by Class of Programme and Nationality of Source: General Audience Hours\* on All Stations and Two U. S. Border Stations, January 15-21, 1956. (in percent)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	-	100.0	-	100.0
2. Nature & Science	15.9	45.1	39.0	100.0	-	100.0	-	100.0
3. Foreign Lands	36.6	39.5	23.9	100.0	-	40.0	60.0	100.0
4. Pol. & Pub. Aff.	100.0	-	-	100.0	-	100.0	-	100.0
5. Soc. & Human Rel.	95.8	4.2	-	100.0	-	100.0	-	100.0
6. Misc. Information	2.1	97.9	-	100.0	-	100.0	-	100.0
7. Canadian Activ.	96.2	1.9	1.9	100.0	-	100.0#	-	100.0#
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	39.9	60.1	-	100.0	-	100.0	-	100.0
10. Fine Arts, etc.	100.0	-	-	100.0	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	100.0	-	-	100.0	-	-	-	-
13. Fam. Living, etc.	85.1	8.7	6.2	100.0	-	100.0	-	100.0
13a. Family Living	92.8	-	7.2	100.0	-	100.0	-	100.0
13b. Merchandising	39.0	61.0	-	100.0	-	-	-	-
14. Music Programmes	69.8	29.4	0.8	100.0	-	100.0	-	100.0
14a. Serious	55.9	44.1	-	100.0	-	-	-	-
14b. Light	27.6	68.2	4.2	100.0	-	-	-	-
14c. Popular	61.8	37.1	1.1	100.0	-	100.0	-	100.0
14d. Folk, etc.	97.4	2.6	-	100.0	-	100.0	-	100.0
15. Drama Programmes	12.9	79.5	7.6	100.0	-	98.2	1.8	100.0
15a. Serious	16.9	83.1	-	100.0	-	100.0	-	100.0
15b. Domestic	39.8	40.1	20.1	100.0	-	100.0	-	100.0
15c. Comedy	10.0	90.0	-	100.0	-	100.0	-	100.0
15d. Crime, etc.	0.1	98.5	1.4	100.0	-	100.0	-	100.0
15e. Romantic	-	82.6	17.4	100.0	-	100.0	-	100.0
15f. Musical Com.	66.7	33.3	-	100.0	-	100.0	-	100.0
15g. Other	-	29.4	70.6	100.0	-	83.3	16.7	100.0
16. Variety	15.3	84.7	-	100.0	-	100.0	-	100.0
17. Personalities	82.9	17.1	-	100.0	-	100.0	-	100.0
18. Quiz, Games, etc.	88.1	6.8	5.1	100.0	-	100.0	-	100.0
19. Sports Progs.	91.8	6.6	1.6	100.0	-	100.0	-	100.0
19a. News	97.2	1.4	1.4	100.0	-	100.0	-	100.0
19b. Events	75.4	22.5	2.1	100.0	-	100.0	-	100.0
20. Children's Progs.	22.3	77.5	0.2	100.0	-	100.0	-	100.0
20a. Youth Educ.	38.8	61.2	-	100.0	-	-	-	-
20b-f. Drama	7.9	91.8	0.3	100.0	-	100.0	-	100.0
20b. Crime, etc.	11.1	88.9	-	100.0	-	100.0	-	100.0
20c. Comedy	2.5	97.5	-	100.0	-	100.0	-	100.0
20d. Fairy Tales	100.0	-	-	100.0	-	-	-	-
20e. Serious	100.0	-	-	100.0	-	-	-	-
20f. Other	-	98.9	1.1	100.0	-	100.0	-	100.0
20g. Variety	100.0	-	-	100.0	-	100.0	-	100.0
20h. Quiz, etc.	100.0	-	-	100.0	-	-	-	-
20i. Other	83.4	16.6	-	100.0	-	-	-	-
21. Prog. Promo.	100.0	-	-	100.0	-	-	-	-
TOTALS	44.8	52.0	3.2	100.0	-	97.3	2.7	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.

Saturday, sign-on to 9:00 p.m.; Sunday, sign-on to 9:00 p.m.

# U. S. Activities and Heritage.

Table IV-19. Television Programme Time by Class of Programme and Origin within Canada: General Audience Hours\* on CBC Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	CBC Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	362	-	360	722	-	-	190	190
2. Nature & Science	-	75	90	165	-	-	-	-
3. Foreign Lands	-	15	-	15	-	15	300	315
4. Pol. & Pub. Aff.	30	-	-	30	-	-	-	-
5. Soc. & Human Rel.	-	-	360	360	-	-	150	150
6. Misc. Information	-	15	180	195	-	-	-	-
7. Canadian Activ.	186	135	620	941	-	30	150	180
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	480	480	-	-	192	192
10. Fine Arts, etc.	-	-	150	150	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	180	180	-	-	60	60
13. Fam. Living, etc.	-	-	90	90	-	-	60	60
13a. Family Living	-	-	90	90	-	-	60	60
13b. Merchandising	-	-	-	-	-	-	-	-
14. Music Programmes	60	301	445	806	-	15	110	125
14a. Serious	30	446	125	301	-	-	-	-
14b. Light	-	5	-	5	-	-	-	-
14c. Popular	-	120	140	260	-	15	90	105
14d. Folk, etc.	30	30	180	240	-	-	20	20
15. Drama Programmes	-	824	1,860	2,684	-	-	210	210
15a. Serious	-	-	390	390	-	-	-	-
15b. Domestic	-	30	360	390	-	-	120	120
15c. Comedy	-	312	690	1,002	-	-	30	30
15d. Crime, etc.	-	414	330	744	-	-	-	-
15e. Romantic	-	68	30	98	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	60	60
15g. Other	-	-	60	60	-	-	-	-
16. Variety	-	60	1,140	1,200	-	-	180	180
17. Personalities	176	30	180	386	-	-	240	240
18. Quiz, Games, etc.	-	-	-	-	-	-	240	240
19. Sports Progs.	310	100	180	590	-	15	310	325
19a. News	160	10	180	350	-	-	90	90
19b. Events	150	90	-	240	-	15	220	235
20. Children's Progs.	-	30	1,080	1,110	-	15	480	495
20a. Youth Educ.	-	-	360	360	-	-	210	210
20b-f. Drama	-	-	720	720	-	15	120	135
20b. Crime, etc.	-	-	180	180	-	-	90	90
20c. Comedy	-	-	300	300	-	-	30	30
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	240	240	-	15	-	15
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	60	60
20i. Other	-	30	-	30	-	-	90	90
21. Prog. Promo.	<u>5</u>	-	-	<u>5</u>	-	-	<u>180</u>	<u>180</u>
TOTALS	1,129	1,585	7,395	10,109	-	90	3,052	3,142

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.



Table IV-20. Television Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on Private Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	Private Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	1,930	116	300	2,346	117	-	160	277
2. Nature & Science	15	30	64	109	4	-	30	34
3. Foreign Lands	-	238	15	253	-	90	57	147
4. Pol. & Pub. Aff.	-	-	-	-	-	-	30	30
5. Soc. & Human Rel.	30	-	891	921	5	15	-	20
6. Misc. Information	-	46	451	497	15	-	-	15
7. Canadian Activ.	167	45	1,645	1,857	10	-	141	151
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	207	313	838	1,358	15	-	119	134
10. Fine Arts, etc.	40	-	271	311	-	46	-	46
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	77	15	443	535	-	-	91	91
13. Fam. Living, etc.	133	113	224	470	25	-	89	114
13a. Family Living	102	49	224	375	15	-	89	104
13b. Merchandising	31	64	-	95	10	-	-	10
14. Music Programmes	472	553	1,192	2,217	45	50	227	322
14a. Serious	46	-	178	224	30	-	60	90
14b. Light	45	193	-	238	-	35	30	65
14c. Popular	190	330	324	844	15	15	137	167
14d. Folk, etc.	191	30	690	911	-	-	-	-
15. Drama Programmes	5	5,507	5,915	11,427	-	135	282	417
15a. Serious	-	15	481	496	-	-	-	-
15b. Domestic	-	599	1,430	2,029	-	-	147	147
15c. Comedy	5	1,924	2,568	4,497	-	-	75	75
15d. Crime, etc.	-	2,609	872	3,481	-	30	-	30
15e. Romantic	-	181	149	330	-	90	-	90
15f. Musical Com.	-	60	-	60	-	-	60	60
15g. Other	-	119	415	534	-	15	-	15
16. Variety	172	209	4,062	4,443	60	-	360	420
17. Personalities	305	138	60	503	-	15	15	30
18. Quiz, Games, etc.	91	60	-	151	196	30	267	493
19. Sports Progs.	928	234	573	1,735	135	-	90	225
19a. News	928	59	573	1,560	135	-	30	165
19b. Events	-	175	-	175	-	-	60	60
20. Children's Progs.	284	1,181	3,043	4,508	30	-	605	635
20a. Youth Educ.	15	30	474	519	-	-	273	273
20b-f. Drama	-	1,151	2,508	3,659	-	-	241	241
20b. Crime, etc.	-	951	812	1,763	-	-	119	119
20c. Comedy	-	200	600	800	-	-	60	60
20d. Fairy Tales	-	-	45	45	-	-	31	31
20e. Serious	-	-	-	-	-	-	31	31
20f. Other	-	-	1,051	1,051	-	-	-	-
20g. Variety	145	-	61	206	-	-	-	-
20h. Quiz, etc.	94	-	-	94	30	-	60	90
20i. Other	30	-	-	30	-	-	31	31
21. Prog. Promo.	57	10	29	96	35	-	-	35
TOTALS	4,913	8,808	20,016	33,737	692	381	2,563	3,636

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.



Table IV-21. Television Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on All Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	All Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	2,292	116	660	3,068	117	-	350	467
2. Nature & Science	15	105	154	274	4	-	30	34
3. Foreign Lands	-	253	15	268	-	105	357	462
4. Pol. & Pub. Aff.	30	-	-	30	-	-	30	30
5. Soc. & Human Rel.	30	-	1,251	1,281	5	15	150	170
6. Misc. Information	-	61	631	692	15	-	-	15
7. Canadian Activ.	353	180	2,265	2,798	10	30	291	331
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	207	313	1,318	1,838	15	-	311	326
10. Fine Arts, etc.	40	-	421	461	-	46	-	46
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	77	15	623	715	-	-	151	151
13. Fam. Living, etc.	133	113	314	560	25	-	149	174
13a. Family Living	102	49	314	465	15	-	149	164
13b. Merchandising	31	64	-	95	10	-	-	10
14. Music Programmes	532	854	1,637	3,023	45	65	337	447
14a. Serious	76	146	303	525	30	-	60	90
14b. Light	45	198	-	243	-	35	30	65
14c. Popular	190	450	464	1,104	15	30	227	272
14d. Folk, etc.	221	60	870	1,151	-	-	20	20
15. Drama Programmes	5	6,331	7,775	14,111	-	135	492	627
15a. Serious	-	15	871	886	-	-	-	-
15b. Domestic	-	629	1,790	2,419	-	-	267	267
15c. Comedy	5	2,236	3,258	5,499	-	-	105	105
15d. Crime, etc.	-	3,023	1,202	4,225	-	30	-	30
15e. Romantic	-	249	179	428	-	90	-	90
15f. Musical Com.	-	60	-	60	-	-	120	120
15g. Other	-	119	475	594	-	15	-	15
16. Variety	172	269	5,202	5,643	60	-	540	600
17. Personalities	481	168	240	889	-	15	255	270
18. Quiz, Games, etc.	91	60	-	151	196	30	507	733
19. Sports Progs.	1,238	334	753	2,325	135	15	400	550
19a. News	1,088	69	753	1,910	135	-	120	255
19b. Events	150	265	-	415	-	15	280	295
20. Children's Progs.	284	1,211	4,123	5,618	30	15	1,085	1,130
20a. Youth Educ.	15	30	834	879	-	-	483	483
20b-f. Drama	-	1,151	3,228	4,379	-	15	361	376
20b. Crime, etc.	-	951	992	1,943	-	-	209	209
20c. Comedy	-	200	900	1,100	-	-	90	90
20d. Fairy Tales	-	-	45	45	-	-	31	31
20e. Serious	-	-	-	-	-	-	31	31
20f. Other	-	-	1,291	1,291	-	15	-	15
20g. Variety	145	-	61	206	-	-	-	-
20h. Quiz, etc.	94	-	-	94	30	-	120	150
20i. Other	30	30	-	60	-	-	121	121
21. Prog. Promo.	62	10	29	101	35	-	180	215
TOTALS	6,042	10,393	27,411	43,846	692	471	5,615	6,778

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-22. Television Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on All Stations (CBC and Private), January 15-21, 1956. (in minutes)

Class of Programme	All Stations							
	CBC Stations				Private Stations			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	362	-	550	912	2,047	116	460	2,623
2. Nature & Science	-	75	90	165	19	30	94	143
3. Foreign Lands	-	30	300	330	-	328	72	400
4. Pol. & Pub. Aff.	30	-	-	30	-	-	30	30
5. Soc. & Human Rel.	-	-	510	510	35	15	891	941
6. Misc. Information	-	15	180	195	15	46	451	512
7. Canadian Activ.	186	165	770	1,121	177	45	1,786	2,008
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	672	672	222	313	957	1,492
10. Fine Arts, etc.	-	-	150	150	40	46	271	357
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	240	240	77	15	534	626
13. Fam. Living, etc.	-	-	150	150	158	113	313	584
13a. Family Living	-	-	150	150	117	49	313	479
13b. Merchandising	-	-	-	-	41	64	-	105
14. Music Programmes	60	316	555	931	517	603	1,419	2,539
14a. Serious	30	146	125	301	76	-	238	314
14b. Light	-	5	-	5	45	228	30	303
14c. Popular	-	135	230	365	205	345	461	1,011
14d. Folk, etc.	30	30	200	260	191	30	690	911
15. Drama Programmes	-	824	2,070	2,894	5	5,642	6,197	11,844
15a. Serious	-	-	390	390	-	15	481	496
15b. Domestic	-	30	480	510	-	599	1,577	2,176
15c. Comedy	-	312	720	1,032	5	1,924	2,643	4,572
15d. Crime, etc.	-	414	330	744	-	2,639	872	3,511
15e. Romantic	-	68	30	98	-	271	149	420
15f. Musical Com.	-	-	60	60	-	60	60	120
15g. Other	-	-	60	60	-	134	415	549
16. Variety	-	60	1,320	1,380	232	209	4,422	4,863
17. Personalities	176	30	420	626	305	153	75	533
18. Quiz, Games, etc.	-	-	240	240	287	90	267	644
19. Sports Progs.	310	115	490	915	1,063	234	663	1,960
19a. News	160	10	270	440	1,063	59	603	1,725
19b. Events	150	105	220	475	-	175	60	235
20. Children's Progs.	-	45	1,560	1,605	314	1,181	3,648	5,143
20a. Youth Educ.	-	-	570	570	15	30	747	792
20b-f. Drama	-	15	840	855	-	1,151	2,749	3,900
20b. Crime, etc.	-	-	270	270	-	951	931	1,882
20c. Comedy	-	-	330	330	-	200	660	860
20d. Fairy Tales	-	-	-	-	-	-	76	76
20e. Serious	-	-	-	-	-	-	31	31
20f. Other	-	15	240	255	-	-	1,051	1,051
20g. Variety	-	-	-	-	145	-	61	206
20h. Quiz, etc.	-	-	60	60	124	-	60	184
20i. Other	-	30	90	120	30	-	31	61
21. Prog. Promo.	5	-	180	185	92	10	29	131
TOTALS	1,129	1,675	10,447	13,251	5,605	9,189	22,579	37,373

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-23. Television Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on All Stations and Two U. S. Border Stations, January 15-21, 1956. (in minutes)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Local			Total	Local			Total
	Local Live	Re-corded	Net-work		Local Live	Re-corded	Net-work	
1. News & Weather	2,409	116	1,010	3,535	35	-	180	215
2. Nature & Science	19	105	184	308	30	-	30	60
3. Foreign Lands	-	358	372	730	-	60	90	150
4. Pol. & Pub. Aff.	30	-	30	60	15	-	-	15
5. Soc. & Human Rel.	35	15	1,401	1,451	60	-	-	60
6. Misc. Information	15	61	631	707	-	-	38	38
7. Canadian Activ.	363	210	2,556	3,129	-	-	8#	8#
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	222	313	1,629	2,164	60	120	60	240
10. Fine Arts, etc.	40	46	421	507	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	77	15	774	866	-	-	-	-
13. Fam. Living, etc.	158	113	463	734	30	-	-	30
13a. Family Living	117	49	463	629	30	-	-	30
13b. Merchandising	41	64	-	105	-	-	-	-
14. Music Programmes	577	919	1,974	3,470	-	30	60	90
14a. Serious	106	146	363	615	-	-	-	-
14b. Light	45	233	30	308	-	-	-	-
14c. Popular	205	480	691	1,376	-	30	30	60
14d. Folk, etc.	221	60	890	1,171	-	-	30	30
15. Drama Programmes	5	6,466	8,267	14,738	-	900	779	1,679
15a. Serious	-	15	871	886	-	30	45	75
15b. Domestic	-	629	2,057	2,686	-	-	30	30
15c. Comedy	5	2,236	3,363	5,604	-	120	405	525
15d. Crime, etc.	-	3,053	1,202	4,255	-	600	202	802
15e. Romantic	-	339	179	518	-	-	60	60
15f. Musical Com.	-	60	120	180	-	-	7	7
15g. Other	-	134	475	609	-	150	30	180
16. Variety	232	269	5,742	6,243	120	-	240	360
17. Personalities	481	183	495	1,159	-	-	60	60
18. Quiz, Games, etc.	287	90	507	884	-	-	60	60
19. Sports Progs.	1,373	349	1,153	2,875	30	60	240	330
19a. News	1,223	69	873	2,165	30	-	-	30
19b. Events	150	280	280	710	-	60	240	300
20. Children's Progs.	314	1,226	5,208	6,748	70	645	330	1,045
20a. Youth Educ.	15	30	1,317	1,362	-	-	-	-
20b-f. Drama	-	1,166	3,589	4,755	-	645	210	855
20b. Crime, etc.	-	951	1,201	2,152	-	545	120	665
20c. Comedy	-	200	990	1,190	-	100	60	160
20d. Fairy Tales	-	-	76	76	-	-	-	-
20e. Serious	-	-	31	31	-	-	-	-
20f. Other	-	15	1,291	1,306	-	-	30	30
20g. Variety	145	-	61	206	70	-	120	190
20h. Quiz, etc.	124	-	120	244	-	-	-	-
20i. Other	30	30	121	181	-	-	-	-
21. Prog. Promo.	97	10	209	316	-	-	-	-
TOTALS	6,734	10,864	33,026	50,624	450	1,815	2,175	4,440

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

# U. S. Activities and Heritage.



Table IV-24. Television Programme Time by Class of Programme and Origin within Canada: General Audience Hours\* on CBC Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	CBC Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	50.1	-	49.9	100.0	-	-	100.0	100.0
2. Nature & Science	-	45.5	54.5	100.0	-	-	-	-
3. Foreign Lands	-	100.0	-	100.0	-	4.8	95.2	100.0
4. Pol. & Pub. Aff.	100.0	-	-	100.0	-	-	-	-
5. Soc. & Human Rel.	-	-	100.0	100.0	-	-	100.0	100.0
6. Misc. Information	-	7.7	92.3	100.0	-	-	-	-
7. Canadian Activ.	19.8	14.3	65.9	100.0	-	16.7	83.3	100.0
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	100.0	100.0	-	-	100.0	100.0
10. Fine Arts, etc.	-	-	100.0	100.0	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	100.0	100.0	-	-	100.0	100.0
13. Fam. Living, etc.	-	-	100.0	100.0	-	-	100.0	100.0
13a. Family Living	-	-	100.0	100.0	-	-	100.0	100.0
13b. Merchandising	-	-	-	-	-	-	-	-
14. Music Programmes	7.4	37.3	55.3	100.0	-	12.0	88.0	100.0
14a. Serious	10.0	48.5	41.5	100.0	-	-	-	-
14b. Light	-	100.0	-	100.0	-	-	-	-
14c. Popular	-	46.2	53.8	100.0	-	14.3	85.7	100.0
14d. Folk, etc.	12.5	12.5	75.0	100.0	-	-	100.0	100.0
15. Drama Programmes	-	30.7	69.3	100.0	-	-	100.0	100.0
15a. Serious	-	-	100.0	100.0	-	-	-	-
15b. Domestic	-	7.7	92.3	100.0	-	-	100.0	100.0
15c. Comedy	-	31.1	68.9	100.0	-	-	100.0	100.0
15d. Crime, etc.	-	55.6	44.4	100.0	-	-	-	-
15e. Romantic	-	69.4	30.6	100.0	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	100.0	100.0
15g. Other	-	-	100.0	100.0	-	-	-	-
16. Variety	-	5.0	95.0	100.0	-	-	100.0	100.0
17. Personalities	45.6	7.8	46.6	100.0	-	-	100.0	100.0
18. Quiz, Games, etc.	-	-	-	-	-	-	100.0	100.0
19. Sports Progs.	52.5	16.9	30.6	100.0	-	4.6	95.4	100.0
19a. News	45.7	0.3	54.0	100.0	-	-	100.0	100.0
19b. Events	62.5	37.5	-	100.0	-	6.4	93.6	100.0
20. Children's Progs.	-	2.7	97.3	100.0	-	3.0	97.0	100.0
20a. Youth Educ.	-	-	100.0	100.0	-	-	100.0	100.0
20b-f. Drama	-	-	100.0	100.0	-	11.1	88.9	100.0
20b. Crime, etc.	-	-	100.0	100.0	-	-	100.0	100.0
20c. Comedy	-	-	100.0	100.0	-	-	100.0	100.0
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	100.0	100.0	-	100.0	-	100.0
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	100.0	100.0
20i. Other	-	100.0	-	100.0	-	-	100.0	100.0
21. Prog. Promo.	100.0	-	-	100.0	-	-	100.0	100.0
TOTALS	11.2	15.7	73.1	100.0	-	2.8	97.2	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.



Table IV-25. Television Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on Private Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	Private Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	82.3	4.9	12.8	100.0	42.2	-	57.8	100.0
2. Nature & Science	13.8	27.5	58.7	100.0	11.8	-	88.2	100.0
3. Foreign Lands	-	94.1	5.9	100.0	-	61.2	38.8	100.0
4. Pol. & Pub. Aff.	-	-	-	-	-	-	100.0	100.0
5. Soc. & Human Rel.	3.3	-	96.7	100.0	25.0	75.0	-	100.0
6. Misc. Information	-	9.3	90.7	100.0	100.0	-	-	100.0
7. Canadian Activ.	9.0	2.4	88.6	100.0	6.6	-	93.4	100.0
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	15.2	23.0	61.8	100.0	11.2	-	88.8	100.0
10. Fine Arts, etc.	12.9	-	87.1	100.0	-	100.0	-	100.0
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	14.4	2.8	82.8	100.0	-	-	100.0	100.0
13. Fam. Living, etc.	28.3	24.0	47.7	100.0	21.9	-	78.1	100.0
13a. Fam. Living	27.2	13.1	59.7	100.0	14.4	-	85.6	100.0
13b. Merchandising	32.6	67.4	-	100.0	100.0	-	-	100.0
14. Music Programmes	21.3	24.9	53.8	100.0	14.0	15.5	70.5	100.0
14a. Serious	20.5	-	79.5	100.0	33.3	-	66.7	100.0
14b. Light	18.9	81.1	-	100.0	-	53.8	46.2	100.0
14c. Popular	22.5	39.1	38.4	100.0	9.0	9.0	82.0	100.0
14d. Folk, etc.	21.0	3.3	75.7	100.0	-	-	-	-
15. Drama Programmes	#	48.2	51.8	100.0	-	32.4	67.6	100.0
15a. Serious	-	3.0	97.0	100.0	-	-	-	-
15b. Domestic	-	29.5	70.5	100.0	-	-	100.0	100.0
15c. Comedy	0.1	42.8	57.1	100.0	-	-	100.0	100.0
15d. Crime, etc.	-	74.9	25.1	100.0	-	100.0	-	100.0
15e. Romantic	-	54.8	45.2	100.0	-	100.0	-	100.0
15f. Musical Com.	-	100.0	-	100.0	-	-	100.0	100.0
15g. Other	-	22.3	77.7	100.0	-	100.0	-	100.0
16. Variety	3.9	4.7	91.4	100.0	14.3	-	85.7	100.0
17. Personalities	60.6	27.4	12.0	100.0	-	50.0	50.0	100.0
18. Quiz, Games, etc.	60.3	39.7	-	100.0	39.8	6.1	54.1	100.0
19. Sports Progs.	53.5	13.5	33.0	100.0	60.0	-	40.0	100.0
19a. News	59.5	3.8	36.7	100.0	81.8	-	18.2	100.0
19b. Events	-	100.0	-	100.0	-	-	100.0	100.0
20. Children's Progs.	6.3	26.2	67.5	100.0	4.7	-	95.3	100.0
20a. Youth Educ.	2.9	5.8	91.3	100.0	-	-	100.0	100.0
20b-f. Drama	-	31.5	68.5	100.0	-	-	100.0	100.0
20b. Crime, etc.	-	53.9	46.1	100.0	-	-	100.0	100.0
20c. Comedy	-	25.0	75.0	100.0	-	-	100.0	100.0
20d. Fairy Tales	-	-	100.0	100.0	-	-	100.0	100.0
20e. Serious	-	-	-	-	-	-	100.0	100.0
20f. Other	-	-	100.0	100.0	-	-	-	-
20g. Variety	70.4	-	29.6	100.0	-	-	-	-
20h. Quiz, etc.	100.0	-	-	100.0	33.3	-	66.7	100.0
20i. Other	100.0	-	-	100.0	-	-	100.0	100.0
21. Prog. Promo.	<u>59.4</u>	<u>10.4</u>	<u>30.2</u>	<u>100.0</u>	<u>100.0</u>	<u>-</u>	<u>-</u>	<u>100.0</u>
TOTALS	14.6	26.1	59.3	100.0	19.0	10.5	70.5	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday and Sunday, sign-on to 9:00 p.m.

# Less than .05 percent.

Table IV-26. Television Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on All Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	All Stations							
	English				French			
	Local Live	Re-corded	Net-work	Total	Local Live	Re-corded	Net-work	Total
1. News & Weather	74.7	3.8	21.5	100.0	25.1	-	74.9	100.0
2. Nature & Science	5.5	38.3	56.2	100.0	11.8	-	88.2	100.0
3. Foreign Lands	-	94.4	5.6	100.0	-	22.7	77.3	100.0
4. Pol. & Pub. Aff.	100.0	-	-	100.0	-	-	100.0	100.0
5. Soc. & Human Rel.	2.4	-	97.6	100.0	3.0	8.8	88.2	100.0
6. Misc. Information	-	8.8	91.2	100.0	100.0	-	-	100.0
7. Canadian Activ.	12.7	6.4	80.9	100.0	3.0	9.1	87.9	100.0
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	11.3	17.0	71.7	100.0	4.6	-	95.4	100.0
10. Fine Arts, etc.	8.7	-	91.3	100.0	-	100.0	-	100.0
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	10.8	2.1	87.1	100.0	-	-	100.0	100.0
13. Fam. Living, etc.	23.8	20.2	56.0	100.0	14.4	-	85.6	100.0
13a. Family Living	21.9	10.6	67.5	100.0	9.1	-	90.9	100.0
13b. Merchandising	32.6	67.4	-	100.0	100.0	-	-	100.0
14. Music Programmes	17.6	28.2	54.2	100.0	10.1	14.5	75.4	100.0
14a. Serious	14.5	27.8	57.7	100.0	33.3	-	66.7	100.0
14b. Light	18.5	81.5	-	100.0	-	53.8	46.2	100.0
14c. Popular	17.2	40.8	42.0	100.0	5.6	11.0	83.4	100.0
14d. Folk, etc.	19.2	5.2	75.6	100.0	-	-	100.0	100.0
15. Drama Programmes	#	44.9	55.1	100.0	-	21.5	78.5	100.0
15a. Serious	-	1.7	98.3	100.0	-	-	-	-
15b. Domestic	-	26.0	74.0	100.0	-	-	100.0	100.0
15c. Comedy	0.1	40.7	59.2	100.0	-	-	100.0	100.0
15d. Crime, etc.	-	71.6	28.4	100.0	-	100.0	-	100.0
15e. Romantic	-	58.2	41.8	100.0	-	100.0	-	100.0
15f. Musical Com.	-	100.0	-	100.0	-	-	100.0	100.0
15g. Other	-	20.0	80.0	100.0	-	100.0	-	100.0
16. Variety	3.0	4.8	92.2	100.0	10.0	-	90.0	100.0
17. Personalities	54.1	18.9	27.0	100.0	-	5.6	94.4	100.0
18. Quiz, Games, etc.	60.3	39.7	-	100.0	26.7	4.1	69.2	100.0
19. Sports Progs.	53.2	14.4	32.4	100.0	24.5	2.8	72.7	100.0
19a. News	57.0	3.6	39.4	100.0	52.9	-	47.1	100.0
19b. Events	36.1	63.9	-	100.0	-	5.1	94.9	100.0
20. Children's Progs.	5.1	21.5	73.4	100.0	2.7	1.3	96.0	100.0
20a. Youth Educ.	1.7	3.4	94.9	100.0	-	-	100.0	100.0
20b-f. Drama	-	26.3	73.7	100.0	-	4.0	96.0	100.0
20b. Crime, etc.	-	48.9	51.1	100.0	-	-	100.0	100.0
20c. Comedy	-	18.2	81.8	100.0	-	-	100.0	100.0
20d. Fairy Tales	-	-	100.0	100.0	-	-	100.0	100.0
20e. Serious	-	-	-	-	-	-	100.0	100.0
20f. Other	-	-	100.0	100.0	-	100.0	-	100.0
20g. Variety	70.4	-	29.6	100.0	-	-	-	-
20h. Quiz, etc.	100.0	-	-	100.0	20.0	-	80.0	100.0
20i. Other	50.0	50.0	-	100.0	-	-	100.0	100.0
21. Prog. Promo.	61.4	9.9	28.7	100.0	16.3	-	83.7	100.0
TOTALS	13.8	23.7	62.5	100.0	10.2	7.0	82.8	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

# Less than .05 percent.

Table IV-27. Television Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on All Stations (CBC and Private), January 15-21, 1956. (in percent)

Class of Programme	All Stations							
	CBC Stations				Private Stations			
	Local Live	Re-corded	Net-work	Total	Local Live	Re-corded	Net-work	Total
1. News & Weather	39.7	-	60.3	100.0	78.0	4.4	17.6	100.0
2. Nature & Science	-	45.5	54.5	100.0	13.3	21.0	65.7	100.0
3. Foreign Lands	-	9.1	90.9	100.0	-	82.0	18.0	100.0
4. Pol. & Pub. Aff.	100.0	-	-	100.0	-	-	100.0	100.0
5. Soc. & Human Rel.	-	-	100.0	100.0	3.7	1.6	94.7	100.0
6. Misc. Information	-	7.7	92.3	100.0	2.9	9.0	88.1	100.0
7. Canadian Activ.	16.6	14.7	68.7	100.0	8.8	2.3	88.9	100.0
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	100.0	100.0	11.9	21.0	64.1	100.0
10. Fine Arts, etc.	-	-	100.0	100.0	11.2	12.9	75.9	100.0
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	100.0	100.0	12.3	2.4	85.3	100.0
13. Fam. Living, etc.	-	-	100.0	100.0	27.1	19.3	53.6	100.0
13a. Family Living	-	-	100.0	100.0	24.4	10.3	65.3	100.0
13b. Merchandising	-	-	-	-	39.0	61.0	-	100.0
14. Music Programmes	6.4	33.9	59.7	100.0	20.4	23.7	55.9	100.0
14a. Serious	10.0	48.5	41.5	100.0	24.2	-	75.8	100.0
14b. Light	-	100.0	-	100.0	14.8	75.2	10.0	100.0
14c. Popular	-	37.0	63.0	100.0	20.3	34.1	45.6	100.0
14d. Folk, etc.	11.5	11.5	77.0	100.0	21.0	3.3	75.7	100.0
15. Drama Programmes	-	28.5	71.5	100.0	**	47.6	52.4	100.0
15a. Serious	-	-	100.0	100.0	-	3.0	97.0	100.0
15b. Domestic	-	5.9	94.1	100.0	-	27.5	72.5	100.0
15c. Comedy	-	30.2	69.8	100.0	0.1	42.1	57.8	100.0
15d. Crime, etc.	-	55.6	44.4	100.0	-	75.2	24.8	100.0
15e. Romantic	-	69.4	30.6	100.0	-	64.5	35.5	100.0
15f. Musical Com.	-	-	100.0	100.0	-	50.0	50.0	100.0
15g. Other	-	-	100.0	100.0	-	24.4	75.6	100.0
16. Variety	-	4.3	95.7	100.0	4.8	4.3	90.9	100.0
17. Personalities	28.1	4.8	67.1	100.0	57.2	28.7	14.1	100.0
18. Quiz, Games, etc.	-	-	100.0	100.0	44.6	13.9	41.5	100.0
19. Sports Progs.	33.9	12.6	53.5	100.0	54.2	11.9	33.9	100.0
19a. News	36.4	3.2	61.4	100.0	61.6	3.4	35.0	100.0
19b. Events	31.6	22.1	46.3	100.0	-	74.5	25.5	100.0
20. Children's Progs.	-	2.8	97.2	100.0	6.1	23.0	70.9	100.0
20a. Youth Educ.	-	-	100.0	100.0	1.9	3.8	94.3	100.0
20b-f. Drama	-	1.8	98.2	100.0	-	29.5	70.5	100.0
20b. Crime, etc.	-	-	100.0	100.0	-	50.5	49.5	100.0
20c. Comedy	-	-	100.0	100.0	-	23.2	76.8	100.0
20d. Fairy Tales	-	-	-	-	-	-	100.0	100.0
20e. Serious	-	-	-	-	-	-	100.0	100.0
20f. Other	-	5.9	94.1	100.0	-	-	100.0	100.0
20g. Variety	-	-	-	-	70.4	-	29.6	100.0
20h. Quiz, etc.	-	-	100.0	100.0	67.4	-	32.6	100.0
20i. Other	-	25.0	75.0	100.0	49.2	-	50.8	100.0
21. Prog. Promo.	<u>2.7</u>	<u>-</u>	<u>97.3</u>	<u>100.0</u>	<u>70.2</u>	<u>7.7</u>	<u>22.1</u>	<u>100.0</u>
TOTALS	8.5	12.6	78.9	100.0	15.0	24.6	60.4	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday and Sunday, sign-on to 9:00 p.m.

\*\* Less than .05 percent



Table IV-28. Television Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on All Stations and Two U. S. Border Stations, January 15-21, 1956. (in percent)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Local Live	Local		Total	Local Live	Local		Total
		Re-corded	Net-work			Re-corded	Net-work	
1. News & Weather	68.1	3.3	28.6	100.0	16.3	-	83.7	100.0
2. Nature & Science	6.2	34.1	59.7	100.0	50.0	-	50.0	100.0
3. Foreign Lands	-	49.0	51.0	100.0	-	40.0	60.0	100.0
4. Pol. & Pub. Aff.	50.0	-	50.0	100.0	100.0	-	-	100.0
5. Soc. & Human Rel.	2.4	1.1	96.5	100.0	100.0	-	-	100.0
6. Misc. Information	2.1	8.6	89.3	100.0	-	-	100.0	100.0
7. Canadian Activ.	11.6	6.7	81.7	100.0	-	-	100.0#	100.0#
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	10.2	14.5	75.3	100.0	25.0	50.0	25.0	100.0
10. Fine Arts, etc.	7.9	9.1	83.0	100.0	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	8.9	1.7	89.4	100.0	-	-	-	-
13. Fam. Living, etc.	21.5	15.4	63.1	100.0	100.0	-	-	100.0
13a. Family Living	18.6	7.8	73.6	100.0	100.0	-	-	100.0
13b. Merchandising	39.0	61.0	-	100.0	-	-	-	-
14. Music Programmes	16.6	26.5	56.9	100.0	-	33.3	66.7	100.0
14a. Serious	17.2	23.7	59.1	100.0	-	-	-	-
14b. Light	14.6	75.6	9.8	100.0	-	-	-	-
14c. Popular	14.9	34.9	50.2	100.0	-	50.0	50.0	100.0
14d. Folk, etc.	18.9	5.1	76.0	100.0	-	-	100.0	100.0
15. Drama Programmes	**	43.9	56.1	100.0	-	53.6	46.4	100.0
15a. Serious	-	1.7	98.3	100.0	-	40.0	60.0	100.0
15b. Domestic	-	23.4	76.6	100.0	-	-	100.0	100.0
15c. Comedy	0.1	39.9	60.0	100.0	-	22.9	77.1	100.0
15d. Crime, etc.	-	71.8	28.2	100.0	-	74.8	25.2	100.0
15e. Romantic	-	65.4	34.6	100.0	-	-	100.0	100.0
15f. Musical Com.	-	33.3	66.7	100.0	-	-	100.0	100.0
15g. Other	-	22.0	78.0	100.0	-	83.3	16.7	100.0
16. Variety	3.7	4.3	92.0	100.0	33.3	-	66.7	100.0
17. Personalities	41.5	15.8	42.7	100.0	-	-	100.0	100.0
18. Quiz, Games, etc.	32.5	10.1	57.4	100.0	-	-	100.0	100.0
19. Sports Progs.	47.8	12.1	40.1	100.0	9.1	18.2	72.7	100.0
19a. News	56.5	3.2	40.3	100.0	100.0	-	-	100.0
19b. Events	21.1	39.4	39.5	100.0	-	20.0	80.0	100.0
20. Children's Progs.	4.6	18.2	77.2	100.0	6.7	61.7	31.6	100.0
20a. Youth Educ.	1.1	2.2	96.7	100.0	-	-	-	-
20b-f. Drama	-	24.5	75.5	100.0	-	75.4	24.6	100.0
20b. Crime, etc.	-	44.2	55.8	100.0	-	81.9	18.1	100.0
20c. Comedy	-	16.8	83.2	100.0	-	62.5	37.5	100.0
20d. Fairy Tales	-	-	100.0	100.0	-	-	-	-
20e. Serious	-	-	100.0	100.0	-	-	-	-
20f. Other	-	1.1	98.9	100.0	-	-	100.0	100.0
20g. Variety	70.4	-	29.6	100.0	36.8	-	63.2	100.0
20h. Quiz, etc.	50.8	-	49.2	100.0	-	-	-	-
20i. Other	16.5	16.6	66.9	100.0	-	-	-	-
21. Prog. Promo.	30.7	3.2	66.1	100.0	-	-	-	-
TOTALS	13.3	21.5	65.2	100.0	10.1	40.9	49.0	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.; Saturday, sign-on to 9:00 p.m.; Sunday, sign-on to 9:00 p.m.

# U. S. Activities and Heritage.

\*\* Less than .05 percent.



Table V-1. Television Programme Time: Children Hours  
on the Individual Stations by Class of Station,  
January 15-21, 1956.

Station and City	Time on the air	
	In Minutes	In Hours
CBC Stations (English)		
Interconnected:		
CBMT, Montreal	600	10.0
CBOT, Ottawa	600	10.0
CBLT, Toronto	600	10.0
Non-connected:		
CBHT, Halifax	450	7.5
CBUT, Vancouver	600	10.0
CBWT, Winnipeg	600	10.0
TOTAL CBC ENGLISH	<u>3,450</u>	<u>57.5</u>
CBC Stations (French)		
Interconnected:		
CBFT, Montreal	480	8.0
CBOFT, Ottawa	480	8.0
TOTAL CBC FRENCH	<u>960</u>	<u>16.0</u>
Private Stations (English)		
Interconnected:		
CKVR-TV, Barrie	445	7.4
CHCH-TV, Hamilton	600	10.0
CKWS-TV, Kingston	600	10.0
CKCO-TV, Kitchener	600	10.0
CFPL-TV, London	600	10.0
CHEX-TV, Peterborough	600	10.0
CKLW-TV, Windsor	600	10.0
CKNX-TV, Wingham	600	10.0
Non-connected:		
CKX-TV, Brandon	440	7.3
CHCT-TV, Calgary	600	10.0
CFRN-TV, Edmonton	600	10.0
CJLH-TV, Lethbridge	433	7.2
CKCW-TV, Moncton	600	10.0
CKGN-TV, North Bay	326	5.4
CFPA-TV, Port Arthur	345	5.8
CKCK-TV, Regina	600	10.0
CHSJ-TV, Saint John	600	10.0
CFQC-TV, Saskatoon	600	10.0
CJIC-TV, Sault Ste. Marie	600	10.0
CJON-TV, St. Johns	450	7.5
CKSO-TV, Sudbury	600	10.0
CJCB-TV, Sydney	330	5.5
TOTAL PRIVATE ENGLISH	<u>11,769</u>	<u>196.2</u>
Private Stations (French)		
Interconnected:		
CFCM-TV, Quebec	600	10.0
Non-connected:		
CKRS-TV, Jonquiere	30	0.5
CJBR-TV, Rimouski	180	3.0
TOTAL PRIVATE FRENCH	<u>810</u>	<u>13.5</u>
TOTALS:		
CBC Stations	4,410	73.5
Private Stations	12,579	209.7
English Stations	15,219	253.7
French Stations	1,770	29.5
All Stations	16,989	283.2
Two U. S. Border Stations		
WBEN-TV, Buffalo	600	10.0
WXYZ-TV, Detroit	600	10.0
TOTAL U. S. BORDER STATIONS	<u>1,200</u>	<u>20.0</u>

Table V-2. Television Programme Time by Class of Programme:  
Children Hours on CBC Stations (English and French),  
January 15-21, 1956

Class of Programme	CBC Stations			
	English		French	
	Minutes	Percent	Minutes	Percent
1. News and Weather	--	--	--	--
2. Nature and Science	--	--	60	6.3
3. Foreign Lands and Peoples	--	--	--	--
4. Political & Other Public Aff.	--	--	--	--
5. Social & Human Relations	--	--	--	--
6. Misc. Information	--	--	--	--
7. Canadian Activities & Heritage	60	1.7	60	6.3
8. "Feedback" Programmes	--	--	--	--
9. Religion	--	--	30	3.1
10. Fine Arts, Literature, etc.	--	--	--	--
11. Dance	--	--	--	--
12. Agriculture, Fisheries, etc.	--	--	--	--
13. Family Living & Shopping	--	--	60	6.2
13a. Family Living	--	--	60	6.2
13b. Merchandising	--	--	--	--
14. Music Programmes	150	4.3	--	--
14a. Serious	--	--	--	--
14b. Light	30	0.9	--	--
14c. Popular & Dance	120	3.4	--	--
14d. Folk, Western, Old, etc.	--	--	--	--
15. Drama Programmes	360	10.4	--	--
15a. Serious	--	--	--	--
15b. Domestic	60	1.7	--	--
15c. Comedy	90	2.6	--	--
15d. Crime, Western, Action, etc.	90	2.6	--	--
15e. Romantic	--	--	--	--
15f. Musical Comedy	--	--	--	--
15g. Other	120	3.5	--	--
16. Variety	--	--	--	--
17. Personalities	--	--	--	--
18. Quiz, Games and Contests	--	--	--	--
19. Sports Programmes	--	--	--	--
19a. Sports News & Interviews	--	--	--	--
19b. Sports Events	--	--	--	--
20. Children's Programmes	2,880	83.6	750	78.1
20a. Youth Educational Progs.	510	14.8	420	43.7
20b-f. Children's Drama	1,290	37.4	120	12.5
20b. Crime, Western, etc.	990	28.7	--	--
20c. Comedy	135	3.9	--	--
20d. Fairy Tales	30	.9	60	6.2
20e. Serious	60	1.7	60	6.3
20f. Other	75	2.2	--	--
20g. Children's Variety	990	28.7	--	--
20h. Quiz, Games & Contests	--	--	--	--
20i. Other Children's Progs.	90	2.7	210	21.9
21. Programme Promotion	--	--	--	--
TOTALS	3,450	100.0	960	100.0

Table V-3-A. Television Programme Time by Class of Programme:  
Children Hours\* on Private Stations (English and French),  
January 15-21, 1956

Class of Programme	Private Stations			
	English		French	
	Minutes	Percent	Minutes	Percent
1. News and Weather	117	1.0	-	-
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	27	0.2	74	9.2
4. Political & Other Public Aff.	30	0.2	-	-
5. Social & Human Relations	15	0.1	-	-
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	129	1.1	15	1.8
8. "Feedback" Programmes	8	0.1	-	-
9. Religion	-	-	-	-
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	-	-	-
13. Family Living & Shopping	635	5.4	150	18.5
13a. Family Living	623	5.3	150	18.5
13b. Merchandising	12	0.1	-	-
14. Music Programmes	475	4.0	-	-
14a. Serious	8	0.1	-	-
14b. Light	30	0.2	-	-
14c. Popular & Dance	392	3.3	-	-
14d. Folk, Western, Old, etc.	45	0.4	-	-
15. Drama Programmes	1,610	13.7	-	-
15a. Serious	-	-	-	-
15b. Domestic	33	0.3	-	-
15c. Comedy	216	1.8	-	-
15d. Crime, Western, etc.	1,326	11.3	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	35	0.3	-	-
16. Variety	180	1.5	-	-
17. Personalities	133	1.1	16	2.0
18. Quiz, Games and Contests	30	0.2	45	5.6
19. Sports Programmes	148	1.3	270	33.3
19a. Sports News & Interviews	64	0.5	270	33.3
19b. Sports Events	84	0.8	-	-
20. Children's Programmes	8,151	69.3	240	29.6
20a. Youth Educational Progs.	1,407	11.9	-	-
20b-f. Children's Drama	2,645	22.5	240	29.6
20b. Crime, Western, etc.	1,483	12.6	90	11.1
20c. Comedy	573	4.9	90	11.1
20d. Fairy Tales	202	1.7	60	7.4
20e. Serious	90	0.8	-	-
20f. Other	297	2.5	-	-
20g. Children's Variety	3,639	30.9	-	-
20h. Quiz, Games & Contests	105	1.0	-	-
20i. Other Children's Progs.	355	3.0	-	-
21. Programme Promotion	81	0.8	-	-
TOTALS	11,769	100.0	810	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-3-B. Television Programme Time by Class of Programme:  
Children Hours\* on All Stations (CBC and Private),  
January 15-21, 1956

Class of Programme	All Stations			
	CBC Stations		Private Stations	
	Minutes	Percent	Minutes	Percent
1. News and Weather	-	-	117	0.9
2. Nature and Science	60	1.4	-	-
3. Foreign Lands and Peoples	-	-	101	0.8
4. Political & Other Public Aff.	-	-	30	0.2
5. Social & Human Relations	-	-	15	0.1
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	120	2.7	144	1.1
8. "Feedback" Programmes	-	-	8	0.1
9. Religion	30	.6	-	-
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	-	-	-
13. Family Living & Shopping	60	1.4	785	6.2
13a. Family Living	60	1.4	773	6.1
13b. Merchandising	-	-	12	0.1
14. Music Programmes	150	3.4	475	3.8
14a. Serious	-	-	8	0.1
14b. Light	30	.7	30	0.2
14c. Popular and Dance	120	2.7	392	3.1
14d. Folk, Western, Old, etc.	-	-	45	0.4
15. Drama Programmes	360	8.2	1,610	12.8
15a. Serious	-	-	-	-
15b. Domestic	60	1.4	33	0.3
15c. Comedy	90	2.0	216	1.7
15d. Crime, Western, etc.	90	2.0	1,326	10.5
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	120	2.8	35	0.3
16. Variety	-	-	180	1.4
17. Personalities	-	-	149	1.2
18. Quiz, Games and Contests	-	-	75	0.6
19. Sports Programmes	-	-	418	3.3
19a. Sports News & Interviews	-	-	334	2.7
19b. Sports Events	-	-	84	0.6
20. Children's Programmes	3,630	82.3	8,391	66.7
20a. Youth Educational Progs.	930	21.1	1,407	11.2
20b-f. Children's Drama	1,410	32.0	2,885	22.9
20b. Crime, Western, etc.	990	22.4	1,573	12.5
20c. Comedy	135	3.1	663	5.3
20d. Fairy Tales	90	2.0	262	2.1
20e. Serious	120	2.8	90	0.7
20f. Other	75	1.7	297	2.3
20g. Children's Variety	990	22.4	3,639	28.9
20h. Quiz, Games & Contests	-	-	105	0.8
20i. Other Children's Progs.	300	6.8	355	2.9
21. Programme Promotion	-	-	81	0.8
TOTALS	4,410	100.0	12,579	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.



Table V-4-A. Television Programme Time by Class of Programme:  
Children Hours\* on All Stations (English and French),  
January 15-21, 1956

Class of Programme	All Stations			
	English		French	
	Minutes	Percent	Minutes	Percent
1. News and Weather	117	0.8	-	-
2. Nature and Science	-	-	60	3.4
3. Foreign Lands and Peoples	27	0.2	74	4.2
4. Political & Other Public Aff.	30	0.2	-	-
5. Social & Human Relations	15	0.1	-	-
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	189	1.2	75	4.2
8. "Feedback" Programmes	8	0.1	-	-
9. Religion	-	-	30	1.7
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	-	-	-
13. Family Living & Shopping	635	4.2	210	11.9
13a. Family Living	623	4.1	210	11.9
13b. Merchandising	12	0.1	-	-
14. Music Programmes	625	4.1	-	-
14a. Serious	8	0.1	-	-
14b. Light	60	0.4	-	-
14c. Popular and Dance	512	3.4	-	-
14d. Folk, Western, Old, etc.	45	0.3	-	-
15. Drama Programmes	1,970	12.9	-	-
15a. Serious	-	-	-	-
15b. Domestic	93	0.6	-	-
15c. Comedy	306	2.0	-	-
15d. Crime, Western, etc.	1,416	9.3	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	155	1.0	-	-
16. Variety	180	1.1	-	-
17. Personalities	133	0.9	16	0.9
18. Quiz, Games and Contests	30	0.2	45	2.5
19. Sports Programmes	148	1.0	270	15.3
19a. Sports News & Interviews	64	0.4	270	15.3
19b. Sports Events	84	0.6	-	-
20. Children's Programmes	11,031	72.5	990	55.9
20a. Youth Educational Progs.	1,917	12.6	420	23.7
20b-f. Children's Drama	3,935	25.9	360	20.3
20b. Crime, Western, etc.	2,473	16.2	90	5.0
20c. Comedy	708	4.7	90	5.0
20d. Fairy Tales	232	1.5	120	6.8
20e. Serious	150	1.0	60	3.4
20f. Other	372	2.4	-	-
20g. Children's Variety	4,629	30.4	-	-
20h. Quiz, Games & Contests	105	0.7	-	-
20i. Other Children's Progs.	445	2.9	210	11.9
21. Programme Promotion	81	0.5	-	-
TOTALS	15,219	100.0	1,770	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-4-B. Television Programme Time by Class of Programme:  
Children Hours\* on All Stations and Two U. S. Border Stations,  
January 15-21, 1956.

Class of Programme	All Canadian TV Stations		Two U. S. Border Stations	
	Minutes	Percent	Minutes	Percent
1. News and Weather	117	0.7	75	6.2
2. Nature and Science	60	0.3	-	-
3. Foreign Lands and Peoples	101	0.6	-	-
4. Political & Other Public Aff.	30	0.2	-	-
5. Social & Human Relations	15	0.1	-	-
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	264	1.6	-	-
8. "Feedback" Programmes	8	#	-	-
9. Religion	30	0.2	-	-
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	-	-	-
13. Family Living & Shopping	845	5.0	-	-
13a. Family Living	833	4.9	-	-
13b. Merchandising	12	0.1	-	-
14. Music Programmes	625	3.6	-	-
14a. Serious	8	#	-	-
14b. Light	60	0.3	-	-
14c. Popular and Dance	512	3.0	-	-
14d. Folk, Western, Old, etc.	45	0.3	-	-
15. Drama Programmes	1,970	11.5	150	12.5
15a. Serious	-	-	60	5.0
15b. Domestic	93	0.5	-	-
15c. Comedy	306	1.8	30	2.5
15d. Crime, Western, etc.	1,416	8.3	60	5.0
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	155	0.9	-	-
16. Variety	180	1.0	-	-
17. Personalities	149	0.9	15	1.3
18. Quiz, Games and Contests	75	0.4	150	12.5
19. Sports Programmes	418	2.5	15	1.3
19a. Sports News & Interviews	334	2.0	15	1.3
19b. Sports Events	84	0.5	-	-
20. Children's Programmes	12,021	70.8	795	66.2
20a. Youth Educational Progs.	2,337	13.8	120	10.0
20b-f. Children's Drama	4,295	25.3	600	50.0
20b. Crime, Western, etc.	2,563	15.1	345	28.7
20c. Comedy	798	4.7	105	8.8
20d. Fairy Tales	352	2.1	-	-
20e. Serious	210	1.2	-	-
20f. Other	372	2.2	150	12.5
20g. Children's Variety	4,629	27.2	75	6.2
20h. Quiz, Games & Contests	105	0.6	-	-
20i. Other Children's Progs.	655	3.9	-	-
21. Programme Promotion	81	0.5	-	-
TOTALS	16,989	100.0	1,200	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

# Less than .05 percent.

Table V-5. Television Programme Time by Nationality of Source:  
Children Hours\* by Class of Station,  
January 15-21, 1956

Class of Station	Canadian	United States		Total
		Other	(in minutes)	
CBC Stations (English)	1,755	1,365	330	3,450
CBC Stations (French)	960	-	-	960
Total CBC Stations	2,715	1,365	330	4,410
Private Stations (English)	7,990	3,749	30	11,769
Private Stations (French)	556	240	14	810
Total Private Stations	8,546	3,989	44	12,579
All Stations (English)	9,745	5,114	360	15,219
All Stations (French)	1,516	240	14	1,770
Total All Stations	11,261	5,354	374	16,989
Two U. S. Border Stations	-	1,110	90	1,200
		(in percent)		
CBC Stations (English)	50.9	39.6	9.5	100.0
CBC Stations (French)	100.0	-	-	100.0
Total CBC Stations	61.6	31.0	7.4	100.0
Private Stations (English)	67.9	31.8	0.3	100.0
Private Stations (French)	68.6	29.7	1.7	100.0
Total Private Stations	67.9	31.7	0.4	100.0
All Stations (English)	64.0	33.6	2.4	100.0
All Stations (French)	85.6	13.6	0.8	100.0
Total All Stations	66.3	31.5	2.2	100.0
Two U. S. Border Stations	-	92.5	7.5	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-6. Television Programme Time by Origin Within Canada:  
Children Hours\* by Class of Station,  
January 15-21, 1956

Class of Station	Local	Local	Network	Total
	Live	Recorded		
	(in minutes)			
CBC Stations (English)	-	585	2,865	3,450
CBC Stations (French)	-	-	960	960
Total CBC Stations	-	585	3,825	4,410
Private Stations (English)	1,887	3,067	6,815	11,769
Private Stations (French)	226	224	360	810
Total Private Stations	2,113	3,291	7,175	12,579
All Stations (English)	1,887	3,652	9,680	15,219
All Stations (French)	226	224	1,320	1,770
Total All Stations	2,113	3,876	11,000	16,989
Two U. S. Border Stations	90	540	570	1,200
	(in percent)			
CBC Stations (English)	-	17.0	83.0	100.0
CBC Stations (French)	-	-	100.0	100.0
Total CBC Stations	-	13.3	86.7	100.0
Private Stations (English)	16.0	26.1	57.9	100.0
Private Stations (French)	27.9	27.7	44.4	100.0
Total Private Stations	16.8	26.2	57.0	100.0
All Stations (English)	12.4	24.0	63.6	100.0
All Stations (French)	12.8	12.6	74.6	100.0
Total All Stations	12.4	22.8	64.8	100.0
Two U. S. Border Stations	7.5	45.0	47.5	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.



Table V-7-A. Television Programme Time, by Class of Station,  
Children Hours\*: Composition by Country of Source of  
Local Live, Recorded Local and Network Programmes

Origin Within Canada and Class of Station	Nationality of Source							
	Canadian		United States		Other		Total	
	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent
<u>Local Live</u>								
CBC - English	-	-	-	-	-	-	-	-
CBC - French	-	-	-	-	-	-	-	-
CBC - Total	-	-	-	-	-	-	-	-
Private - English	1,887	100.0	-	-	-	-	1,887	100.0
Private - French	226	100.0	-	-	-	-	226	100.0
Private - Total	2,113	100.0	-	-	-	-	2,113	100.0
All - English	1,887	100.0	-	-	-	-	1,887	100.0
All - French	226	100.0	-	-	-	-	226	100.0
All - Total	2,113	100.0	-	-	-	-	2,113	100.0
Two U. S. Border Stations	-	-	90	100.0	-	-	90	100.0
<u>Recorded Local</u>								
CBC - English	-	-	555	94.9	30	5.1	585	100.0
CBC - French	-	-	-	-	-	-	-	-
CBC - Total	-	-	555	94.9	30	5.1	585	100.0
Private - English	310	10.1	2,727	88.9	30	1.0	3,067	100.0
Private - French	-	-	210	93.8	14	6.2	224	100.0
Private - Total	310	9.4	2,937	89.2	44	1.4	3,291	100.0
All - English	310	8.5	3,282	89.9	60	1.6	3,652	100.0
All - French	-	-	210	93.8	14	6.2	224	100.0
All - Total	310	8.0	3,492	90.1	74	1.9	3,876	100.0
Two U. S. Border Stations	-	-	540	100.0	-	-	540	100.0
<u>Network</u>								
CBC - English	1,755	61.3	810	28.3	300	10.4	2,865	100.0
CBC - French	960	100.0	-	-	-	-	960	100.0
CBC - Total	2,715	71.0	810	21.2	300	7.8	3,825	100.0
Private - English	5,793	85.0	1,022	15.0	-	-	6,815	100.0
Private - French	330	91.7	30	8.3	-	-	360	100.0
Private - Total	6,123	85.3	1,052	14.7	-	-	7,175	100.0
All - English	7,548	78.0	1,832	18.9	300	3.1	9,680	100.0
All - French	1,290	97.7	30	2.3	-	-	1,320	100.0
All - Total	8,838	80.3	1,862	16.9	300	2.8	11,000	100.0
Two U. S. Border Stations	-	-	480	84.2	90	15.8	570	100.0
<u>Total</u>								
CBC - English	1,755	50.9	1,365	39.6	330	9.5	3,450	100.0
CBC - French	960	100.0	-	-	-	-	960	100.0
CBC - Total	2,715	61.6	1,365	30.9	330	7.5	4,410	100.0
Private - English	7,990	67.9	3,749	31.8	30	.3	11,769	100.0
Private - French	556	68.6	240	29.6	14	1.8	810	100.0
Private - Total	8,546	67.9	3,989	31.7	44	.4	12,579	100.0
All - English	9,745	64.0	5,114	33.6	360	2.4	15,219	100.0
All - French	1,516	85.6	240	13.6	14	.8	1,770	100.0
All - Total	11,261	66.3	5,354	31.5	374	2.2	16,989	100.0
Two U. S. Border Stations	-	-	1,110	92.5	90	7.5	1,200	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-7-B. Television Programme Time, by Class of Station,  
Children Hours\*: Composition by Origin Within Canada of  
Canadian, United States and Other Programmes

Origin Within Canada and Class of Station	Nationality of Source							
	Canadian		United States		Other		Total	
	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent
<u>Local Live</u>								
CBC - English	-	-	-	-	-	-	-	-
CBC - French	-	-	-	-	-	-	-	-
CBC - Total	-	-	-	-	-	-	-	-
Private - English	1,887	23.6	-	-	-	-	1,887	16.0
Private - French	226	40.6	-	-	-	-	226	27.9
Private - Total	2,113	24.7	-	-	-	-	2,113	16.8
All - English	1,887	19.4	-	-	-	-	1,887	12.4
All - French	226	14.9	-	-	-	-	226	12.8
All - Total	2,113	18.8	-	-	-	-	2,113	12.5
Two U. S. Border Stations	-	-	90	8.1	-	-	90	7.5
<u>Recorded Local</u>								
CBC - English	-	-	555	40.7	30	9.1	585	17.0
CBC - French	-	-	-	-	-	-	-	-
CBC - Total	-	-	555	40.7	30	9.1	585	13.3
Private - English	310	3.9	2,727	72.7	30	100.0	3,067	26.1
Private - French	-	-	210	87.5	14	100.0	224	27.6
Private - Total	310	3.6	2,937	74.5	44	100.0	3,291	26.2
All - English	310	3.2	3,282	64.2	60	9.1	3,652	24.0
All - French	-	-	210	87.5	14	100.0	224	12.6
All - Total	310	2.7	3,492	65.2	74	9.1	3,876	22.8
Two U. S. Border Stations	-	-	540	48.6	-	-	540	45.0
<u>Network</u>								
CBC - English	1,755	100.0	810	59.3	300	91.9	2,865	83.0
CBC - French	960	100.0	-	-	-	-	960	100.0
CBC - Total	2,715	100.0	810	59.3	300	91.9	3,825	86.7
Private - English	5,793	72.5	1,022	27.3	-	-	6,815	57.9
Private - French	330	59.4	30	12.5	-	-	360	44.5
Private - Total	6,123	71.7	1,052	25.5	-	-	7,175	57.0
All - English	7,548	77.5	1,832	35.8	300	91.9	9,680	63.6
All - French	1,290	85.1	30	12.5	-	-	1,320	74.6
All - Total	8,838	78.5	1,862	34.8	300	91.9	11,000	64.7
Two U. S. Border Stations	-	-	480	43.3	90	100.0	570	47.5
<u>Total</u>								
CBC - English	1,755	100.0	1,365	100.0	330	100.0	3,450	100.0
CBC - French	960	100.0	-	-	-	-	960	100.0
CBC - Total	2,715	100.0	1,365	100.0	330	100.0	4,410	100.0
Private - English	7,990	100.0	3,749	100.0	30	100.0	11,769	100.0
Private - French	556	100.0	240	100.0	14	100.0	810	100.0
Private - Total	8,546	100.0	3,989	100.0	44	100.0	12,579	100.0
All - English	9,745	100.0	5,114	100.0	360	100.0	15,219	100.0
All - French	1,516	100.0	240	100.0	14	100.0	1,770	100.0
All - Total	11,261	100.0	5,354	100.0	374	100.0	16,989	100.0
Two U. S. Border Stations	-	-	1,110	100.0	90	100.0	1,200	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-8-A. Television Programme Time, Commercial and Sustaining;  
and Time Devoted to Advertising: Children Hours \*  
by Class of Station, January 15-21, 1956

	Com- mercial	Sus- taining	Total	Advertising Time
	(in minutes)			
CBC Stations (English)	1,350	2,100	3,450	180
CBC Stations (French)	-	960	960	5
Total CBC Stations	1,350	3,060	4,410	185
Private Stations (English)	4,202	7,567	11,769	520
Private Stations (French)	313	497	810	40
Total Private Stations	4,515	8,064	12,579	560
All Stations (English)	5,552	9,667	15,219	701
All Stations (French)	313	1,457	1,770	45
Total All Stations	5,865	11,124	16,989	746
	(in percent)			
CBC Stations (English)	39.1	60.9	100.0	5.2
CBC Stations (French)	-	100.0	100.0	0.5
Total CBC Stations	30.6	69.4	100.0	4.2
Private Stations (English)	35.7	64.3	100.0	4.4
Private Stations (French)	38.6	61.4	100.0	4.9
Total Private Stations	35.9	64.1	100.0	4.5
All Stations (English)	36.5	63.5	100.0	4.6
All Stations (French)	17.7	82.3	100.0	2.5
Total All Stations	34.5	65.5	100.0	4.4

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-8-B. Television Programme Time: Percent in Commercial and Sustaining Programmes and Percent Devoted to Advertising: Children Hours on the Individual Stations

Stations by Class of Station	Com- mercial	Sus- taining	Total	Percent of Time Devoted to Advertising
CBC Stations (English)	39.1	60.9	100.0	5.2
Interconnected:	42.5	57.5	100.0	5.8
CBMT, Montreal	42.5	57.5	100.0	6.0
CBOT, Ottawa	45.0	55.0	100.0	5.6
CBLT, Toronto	40.0	60.0	100.0	5.7
Non-connected:	35.5	64.5	100.0	4.6
CBHT, Halifax	26.7	73.3	100.0	2.8
CBUT, Vancouver	35.0	65.0	100.0	4.5
CBWT, Winnipeg	42.5	57.5	100.0	5.4
CBC Stations (French)	-	100.0	100.0	0.5
CBFT, Montreal	-	100.0	100.0	1.0
CBOFT, Ottawa	-	100.0	100.0	-
Private Stations (English)	35.7	64.3	100.0	4.4
Interconnected:	41.7	58.3	100.0	4.9
CKVR-TV, Barrie	11.6	85.4	100.0	1.3
CHCH-TV, Hamilton	84.0	16.0	100.0	5.1
CKWS-TV, Kingston	60.0	40.0	100.0	9.3
CKCO-TV, Kitchener	43.3	56.7	100.0	4.7
CFPL-TV, London	24.3	75.7	100.0	5.4
CHEX-TV, Peterborough	12.5	87.5	100.0	2.1
CKLW-TV, Windsor	82.5	17.5	100.0	9.0
CKNX-TV, Wingham	7.5	92.5	100.0	1.2
Non-connected:	31.8	68.2	100.0	4.1
CKX-TV, Brandon	27.3	72.7	100.0	2.7
CHCT-TV, Calgary	46.8	53.2	100.0	6.8
CFRN-TV, Edmonton	32.5	67.5	100.0	3.9
CJLH-TV, Lethbridge	10.2	89.8	100.0	1.6
CKCW-TV, Moncton	17.5	82.5	100.0	3.8
CKGN-TV, North Bay	14.1	85.9	100.0	2.2
CFPA-TV, Port Arthur	21.7	78.3	100.0	3.3
CKCV-TV, Regina	42.5	57.5	100.0	4.8
CHSJ-TV, Saint John	17.3	82.7	100.0	2.7
CFQC-TV, Saskatoon	26.3	73.7	100.0	4.2
CJIC-TV, Sault Ste. Marie	41.7	58.3	100.0	3.5
CJON-TV, St. Johns	47.3	52.7	100.0	6.5
CKSO-TV, Sudbury	57.5	42.5	100.0	6.3
CJCB-TV, Sydney	22.7	77.3	100.0	3.3
Private Stations (French)	38.6	61.4	100.0	4.9
Interconnected:	47.2	52.8	100.0	5.8
CFCM-TV, Quebec	47.2	52.8	100.0	5.8
Non-connected:	14.3	85.7	100.0	2.3
CKRS-TV, Jonquiere	-	100.0	100.0	-
CJBR-TV, Rimouski	16.7	83.3	100.0	2.7
TOTALS:				
CBC Stations	30.6	69.4	100.0	4.2
Private Stations	35.9	64.1	100.0	4.5
English Stations	36.5	63.5	100.0	4.6
French Stations	17.7	82.3	100.0	2.5
Interconnected Stations	37.3	62.7	100.0	4.6
Non-connected Stations	32.1	67.9	100.0	4.2



Table V-9. Television Programme Time by Class of Programme and Nationality of Source: Children Hours\* on CBC Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	CBC Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	--	--	--	--	--	--	--	--
2. Nature & Science	--	--	--	--	60	--	--	60
3. Foreign Lands	--	--	--	--	--	--	--	--
4. Pol. & Pub. Aff.	--	--	--	--	--	--	--	--
5. Soc. & Human Rel.	--	--	--	--	--	--	--	--
6. Misc. Information	--	--	--	--	--	--	--	--
7. Canadian Activ.	60	--	--	60	60	--	--	60
8. "Feedback" Progs.	--	--	--	--	--	--	--	--
9. Religion	--	--	--	--	30	--	--	30
10. Fine Arts, etc.	--	--	--	--	--	--	--	--
11. Dance	--	--	--	--	--	--	--	--
12. Agriculture, etc.	--	--	--	--	--	--	--	--
13. Fam. Living, etc.	--	--	--	--	60	--	--	60
13a. Family Living	--	--	--	--	60	--	--	60
13b. Merchandising	--	--	--	--	--	--	--	--
14. Music Programmes	--	150	--	150	--	--	--	--
14a. Serious	--	--	--	--	--	--	--	--
14b. Light	--	30	--	30	--	--	--	--
14c. Popular	--	120	--	120	--	--	--	--
14d. Folk, etc.	--	--	--	--	--	--	--	--
15. Drama Programmes	--	240	120	360	--	--	--	--
15a. Serious	--	--	--	--	--	--	--	--
15b. Domestic	--	60	--	60	--	--	--	--
15c. Comedy	--	90	--	90	--	--	--	--
15d. Crime, etc.	--	90	--	90	--	--	--	--
15e. Romantic	--	--	--	--	--	--	--	--
15f. Musical Com.	--	--	--	--	--	--	--	--
15g. Other	--	--	120	120	--	--	--	--
16. Variety	--	--	--	--	--	--	--	--
17. Personalities	--	--	--	--	--	--	--	--
18. Quiz, Games, etc.	--	--	--	--	--	--	--	--
19. Sports Progs.	--	--	--	--	--	--	--	--
19a. News	--	--	--	--	--	--	--	--
19b. Events	--	--	--	--	--	--	--	--
20. Children's Prog.	1,695	975	210	2,880	750	--	--	750
20a. Youth Educ.	360	120	30	510	420	--	--	420
20b-f. Drama	255	855	180	1,290	120	--	--	120
20b. Crime, etc.	--	810	180	990	--	--	--	--
20c. Comedy	90	45	--	135	--	--	--	--
20d. Fairy Tales	30	--	--	30	60	--	--	60
20e. Serious	60	--	--	60	60	--	--	60
20f. Other	75	--	--	75	--	--	--	--
20g. Variety	990	--	--	990	--	--	--	--
20h. Quiz, etc.	--	--	--	--	--	--	--	--
20i. Other	90	--	--	90	210	--	--	210
21. Prog. Promo.	--	--	--	--	--	--	--	--
TOTALS	1,755	1,365	330	3,450	960	--	--	960

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-10. Television Programme Time by Class of Programme and Nationality of Source: Children Hours\* on Private Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	Private Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	117	-	-	117	-	-	-	-
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	-	27	-	27	-	60	14	74
4. Pol. & Pub. Aff.	30	-	-	30	-	-	-	-
5. Soc. & Human Rel.	-	15	-	15	-	-	-	-
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	129	-	-	129	15	-	-	15
8. "Feedback" Progs.	8	-	-	8	-	-	-	-
9. Religion	-	-	-	-	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	635	-	-	635	150	-	-	150
13a. Family Living	623	-	-	623	150	-	-	150
13b. Merchandising	12	-	-	12	-	-	-	-
14. Music Programmes	237	238	-	475	-	-	-	-
14a. Serious	8	-	-	8	-	-	-	-
14b. Light	30	-	-	30	-	-	-	-
14c. Popular	184	208	-	392	-	-	-	-
14d. Folk, etc.	15	30	-	45	-	-	-	-
15. Drama Programmes	107	1,503	-	1,610	-	-	-	-
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	33	-	33	-	-	-	-
15c. Comedy	-	216	-	216	-	-	-	-
15d. Crime, etc.	72	1,254	-	1,326	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	35	-	-	35	-	-	-	-
16. Variety	180	-	-	180	-	-	-	-
17. Personalities	120	13	-	133	16	-	-	16
18. Quiz, Games, etc.	30	-	-	30	45	-	-	45
19. Sports Progs.	105	43	-	148	270	-	-	270
19a. News	64	-	-	64	270	-	-	270
19b. Events	41	43	-	84	-	-	-	-
20. Children's Prog.	6,211	1,910	30	8,151	60	180	-	240
20a. Youth Educ.	1,243	164	-	1,407	-	-	-	-
20b-f. Drama	869	1,746	30	2,645	60	180	-	240
20b. Crime, etc.	60	1,423	-	1,483	-	90	-	90
20c. Comedy	310	263	-	573	-	90	-	90
20d. Fairy Tales	172	-	30	202	60	-	-	60
20e. Serious	90	-	-	90	-	-	-	-
20f. Other	237	60	-	297	-	-	-	-
20g. Variety	3,639	-	-	3,639	-	-	-	-
20h. Quiz, etc.	105	-	-	105	-	-	-	-
20i. Other	355	-	-	355	-	-	-	-
21. Prog. Promo.	81	-	-	81	-	-	-	-
TOTALS	7,990	3,749	30	11,769	556	240	14	810

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-11. Television Programme Time by Class of Programme and Nationality of Source: Children Hours\* on All Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	All Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	117	-	-	117	-	-	-	-
2. Nature & Science	-	-	-	-	60	-	-	60
3. Foreign Lands	-	27	-	27	-	60	14	74
4. Pol. & Pub. Aff.	30	-	-	30	-	-	-	-
5. Soc. & Human Rel.	-	15	-	15	-	-	-	-
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	189	-	-	189	75	-	-	75
8. "Feedback" Progs.	8	-	-	8	-	-	-	-
9. Religion	-	-	-	-	30	-	-	30
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	635	-	-	635	210	-	-	210
13a. Family Living	623	-	-	623	210	-	-	210
13b. Merchandising	12	-	-	12	-	-	-	-
14. Music Programmes	237	388	-	625	-	-	-	-
14a. Serious	8	-	-	8	-	-	-	-
14b. Light	30	30	-	60	-	-	-	-
14c. Popular	184	328	-	512	-	-	-	-
14d. Folk, etc.	15	30	-	45	-	-	-	-
15. Drama Programmes	107	1,743	120	1,970	-	-	-	-
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	93	-	93	-	-	-	-
15c. Comedy	-	306	-	306	-	-	-	-
15d. Crime, etc.	72	1,344	-	1,416	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	35	-	120	155	-	-	-	-
16. Variety	180	-	-	180	-	-	-	-
17. Personalities	120	13	-	133	16	-	-	16
18. Quiz, Games, etc.	30	-	-	30	45	-	-	45
19. Sports Progs.	105	43	-	148	270	-	-	270
19a. News	64	-	-	64	270	-	-	270
19b. Events	41	43	-	84	-	-	-	-
20. Children's Progs.	7,906	2,885	240	11,031	810	180	-	990
20a. Youth Educ.	1,603	284	30	1,917	420	-	-	420
20b-f. Drama	1,124	2,601	210	3,935	180	180	-	360
20b. Crime, etc.	60	2,233	180	2,473	-	90	-	90
20c. Comedy	400	308	-	708	-	90	-	90
20d. Fairy Tales	202	-	30	232	120	-	-	120
20e. Serious	150	-	-	150	60	-	-	60
20f. Other	312	60	-	372	-	-	-	-
20g. Variety	4,629	-	-	4,629	-	-	-	-
20h. Quiz, etc.	105	-	-	105	-	-	-	-
20i. Other	445	-	-	445	210	-	-	210
21. Prog. Promo.	81	-	-	81	-	-	-	-
TOTALS	9,745	5,114	360	15,219	1,516	240	14	1,770

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-12. Television Programme Time by Class of Programme and Nationality of Source: Children Hours\* on All Stations (CBC and Private), January 15-21, 1956. (in minutes)

Class of Programme	All Stations							
	CBC Stations				Private Stations			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	-	-	-	-	117	-	-	117
2. Nature & Science	60	-	-	60	-	-	-	-
3. Foreign Lands	-	-	-	-	-	87	14	101
4. Pol. & Pub. Aff.	-	-	-	-	30	-	-	30
5. Soc. & Human Rel.	-	-	-	-	-	15	-	15
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	120	-	-	120	144	-	-	144
8. "Feedback" Progs.	-	-	-	-	8	-	-	8
9. Religion	30	-	-	30	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	60	-	-	60	785	-	-	785
13a. Family Living	60	-	-	60	773	-	-	773
13b. Merchandising	-	-	-	-	12	-	-	12
14. Music Programmes	-	150	-	150	237	238	-	475
14a. Serious	-	-	-	-	8	-	-	8
14b. Light	-	30	-	30	30	-	-	30
14c. Popular	-	120	-	120	184	208	-	392
14d. Folk, etc.	-	-	-	-	15	30	-	45
15. Drama Programmes	-	240	120	360	107	1,503	-	1,610
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	60	-	60	-	33	-	33
15c. Comedy	-	90	-	90	-	216	-	216
15d. Crime, etc.	-	90	-	90	72	1,254	-	1,326
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	120	120	35	-	-	35
16. Variety	-	-	-	-	180	-	-	180
17. Personalities	-	-	-	-	136	13	-	149
18. Quiz, Games, etc.	-	-	-	-	75	-	-	75
19. Sports Progs.	-	-	-	-	375	43	-	418
19a. News	-	-	-	-	334	-	-	334
19b. Events	-	-	-	-	41	43	-	84
20. Children's Progs.	2,445	975	210	3,630	6,271	2,090	30	8,391
20a. Youth Educ.	780	120	30	930	1,243	164	-	1,407
20b-f. Drama	375	855	180	1,410	929	1,926	30	2,885
20b. Crime, etc.	-	810	180	990	60	1,513	-	1,573
20c. Comedy	90	45	-	135	310	353	-	663
20d. Fairy Tales	90	-	-	90	232	-	30	262
20e. Serious	120	-	-	120	90	-	-	90
20f. Other	75	-	-	75	237	60	-	297
20g. Variety	990	-	-	990	3,639	-	-	3,639
20h. Quiz, etc.	-	-	-	-	105	-	-	105
20i. Other	300	-	-	300	355	-	-	355
21. Prog. Promo.	-	-	-	-	81	-	-	81
TOTALS	2,715	1,365	330	4,410	8,546	3,989	44	12,579

\* Monday - Friday, 4:30 to 6:30 p.m.



Table V-13. Television Programme Time by Class of Programme and Nationality of Source: Children Hours\* on All Stations and Two U. S. Border Stations, January 15-21, 1956. (in minutes)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	117	-	-	117	-	75	-	75
2. Nature & Science	60	-	-	60	-	-	-	-
3. Foreign Lands	-	87	14	101	-	-	-	-
4. Pol. & Pub. Aff.	30	-	-	30	-	-	-	-
5. Soc. & Human Rel.	-	15	-	15	-	-	-	-
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	264	-	-	264	-	-	-	-
8. "Feedback" Progs.	8	-	-	8	-	-	-	-
9. Religion	30	-	-	30	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	845	-	-	845	-	-	-	-
13a. Family Living	833	-	-	833	-	-	-	-
13b. Merchandising	12	-	-	12	-	-	-	-
14. Music Programmes	237	388	-	625	-	-	-	-
14a. Serious	8	-	-	8	-	-	-	-
14b. Light	30	30	-	60	-	-	-	-
14c. Popular	184	328	-	512	-	-	-	-
14d. Folk, etc.	15	30	-	45	-	-	-	-
15. Drama Programmes	107	1,743	120	1,970	-	60	90	150
15a. Serious	-	-	-	-	-	30	30	60
15b. Domestic	-	93	-	93	-	-	-	-
15c. Comedy	-	306	-	306	-	-	30	30
15d. Crime, etc.	72	1,344	-	1,416	-	30	30	60
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	35	-	120	155	-	-	-	-
16. Variety	180	-	-	180	-	-	-	-
17. Personalities	136	13	-	149	-	15	-	15
18. Quiz, Games, etc.	75	-	-	75	-	150	-	150
19. Sports Progs.	375	43	-	418	-	15	-	15
19a. News	334	-	-	334	-	15	-	15
19b. Events	41	43	-	84	-	-	-	-
20. Children's Progs.	8,716	3,065	240	12,021	-	795	-	795
20a. Youth Educ.	2,023	284	30	2,337	-	120	-	120
20b-f. Drama	1,304	2,781	210	4,295	-	600	-	600
20b. Crime, etc.	60	2,323	180	2,563	-	345	-	345
20c. Comedy	400	398	-	798	-	105	-	105
20d. Fairy Tales	322	-	30	352	-	-	-	-
20e. Serious	210	-	-	210	-	-	-	-
20f. Other	312	60	-	372	-	150	-	150
20g. Variety	4,629	-	-	4,629	-	75	-	75
20h. Quiz, etc.	105	-	-	105	-	-	-	-
20i. Other	655	-	-	655	-	-	-	-
21. Prog. Promo.	81	-	-	81	-	-	-	-
TOTALS	11,261	5,354	374	16,989	-	1,110	90	1,200

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-13-A-1. Television Programme Time in Programmes  
Produced in Canada by Percentage  
in Classes of Programme by Class of Station:  
Children Hours\*, January 15-21, 1956.

Class of Programme	CBC- English	CBC- French	CBC- Total	Private English	Private- French
1. News & Weather	-	-	-	1.5	-
2. Nature & Science	-	6.3	2.2	-	-
3. Foreign Lands	-	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	.4	-
5. Soc. & Human Rel.	-	-	-	-	-
6. Misc. Information	-	-	-	-	-
7. Canadian Activ.	3.4	6.3	4.4	1.6	2.6
8. "Feedback" Progs.	-	-	-	.1	-
9. Religion	-	3.1	1.1	-	-
10. Fine Arts, etc.	-	-	-	-	-
11. Dance	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-
13. Fam. Living, etc.	-	6.2	2.2	7.9	27.0
13a. Family Living	-	6.2	2.2	7.8	27.0
13b. Merchandising	-	-	-	.1	-
14. Music Programmes	-	-	-	3.0	-
14a. Serious	-	-	-	.1	-
14b. Light	-	-	-	.4	-
14c. Popular	-	-	-	2.3	-
14d. Folk, etc.	-	-	-	.2	-
15. Drama Programmes	-	-	-	1.3	-
15a. Serious	-	-	-	-	-
15b. Domestic	-	-	-	-	-
15c. Comedy	-	-	-	-	-
15d. Crime, etc.	-	-	-	.9	-
15e. Romantic	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-
15g. Other	-	-	-	.4	-
16. Variety	-	-	-	2.3	-
17. Personalities	-	-	-	1.5	2.9
18. Quiz, Games, etc.	-	-	-	.4	8.1
19. Sports, Progs.	-	-	-	1.3	48.6
19a. News	-	-	-	.8	48.6
19b. Events	-	-	-	.5	-
20. Children's Progs.	96.6	78.1	90.1	77.7	10.8
20a. Youth Educ.	20.5	43.7	28.7	15.6	-
20b-f. Drama	14.5	12.5	13.8	10.9	10.8
20b. Crime, etc.	-	-	-	.8	-
20c. Comedy	5.1	-	3.3	3.9	-
20d. Fairy Tales	1.7	6.2	3.3	2.2	10.8
20e. Serious	3.4	6.3	4.4	1.1	-
20f. Other	4.3	-	2.8	2.9	-
20g. Variety	56.4	-	36.5	45.5	-
20h. Quiz, etc.	-	-	-	1.3	-
20i. Other	5.2	21.9	11.1	4.4	-
21. Prog. Promo.	-	-	-	1.0	-
TOTALS	100.0	100.0	100.0	100.0	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-13-A-2. Television Programme Time in Programmes  
Produced in Canada by Percentage  
in Classes of Programme by Class of Station:  
Children Hours\*, January 15-21, 1956.

Class of Programme	Private Total	All English	All French	All Canadian
1. News & Weather	1.3	1.2	-	1.0
2. Nature & Science	-	-	4.0	.5
3. Foreign Lands	-	-	-	-
4. Pol. & Pub. Aff.	.4	.4	-	.3
5. Soc. & Human Rel.	-	-	-	-
6. Misc. Information	-	-	-	-
7. Canadian Activ.	1.7	1.9	4.9	2.3
8. "Feedback" Progs.	.1	.1	-	.1
9. Religion	-	-	2.0	.3
10. Fine Arts, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, etc.	-	-	-	-
13. Fam. Living, etc.	9.2	6.5	13.9	7.5
13a. Family Living	9.0	6.4	13.9	7.4
13b. Merchandising	.2	.1	-	.1
14. Music Programmes	2.8	2.4	-	2.1
14a. Serious	.1	.1	-	.1
14b. Light	.4	.3	-	.3
14c. Popular	2.2	1.9	-	1.6
14d. Folk, etc.	.1	.1	-	.1
15. Drama Programmes	1.3	1.1	-	1.0
15a. Serious	-	-	-	-
15b. Domestic	-	-	-	-
15c. Comedy	-	-	-	-
15d. Crime, etc.	.8	.7	-	.7
15e. Romantic	-	-	-	-
15f. Musical Com	-	-	-	-
15g. Other	.5	.4	-	.3
16. Variety	2.1	1.9	-	1.6
17. Personalities	1.5	1.2	1.1	1.2
18. Quiz, Games, etc.	.9	.3	2.9	.7
19. Sports Progs.	4.4	1.1	17.8	3.3
19a. News	3.9	.7	17.8	3.0
19b. Events	.5	.4	-	.3
20. Children's Progs.	73.4	31.1	53.4	77.4
20a. Youth Educ.	14.5	16.4	27.7	18.0
20b-f. Drama	10.9	11.5	11.9	11.6
20b. Crime, etc.	.7	.6	-	.5
20c. Comedy	3.6	4.1	-	3.6
20d. Fairy Tales	2.7	2.1	7.9	2.9
20e. Serious	1.1	1.5	4.0	1.9
20f. Other	2.8	3.2	-	2.7
20g. Variety	42.6	47.5	-	41.1
20h. Quiz, etc.	1.2	1.1	-	.9
20i. Other	4.2	4.6	13.8	5.8
21. Prog. Promo.	.9	.8	-	.7
TOTALS	100.0	100.0	100.0	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-13-B-1. Television Programme Time in Programmes Produced  
in the United States by Percentage  
in Classes of Programme by Class of Station:  
Children Hours\*, January 15-21, 1956.

Class of Programme	CBC- English	CBC- French	CBC- Total	Private English	Private- French
1. News & Weather	-	-	-	-	-
2. Nature & Science	-	-	-	-	-
3. Foreign Lands	-	-	-	.8	25.0
4. Pol. & Pub. Aff.	-	-	-	-	-
5. Soc. & Human Rel.	-	-	-	.4	-
6. Misc. Information	-	-	-	-	-
7. Canadian Activ.	-	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-
9. Religion	-	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-
11. Dance	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-
13. Fam. Living, etc.	-	-	-	-	-
13a. Family Living	-	-	-	-	-
13b. Merchandising	-	-	-	-	-
14. Music Programmes	11.0	-	11.0-	6.3	-
14a. Serious	-	-	-	-	-
14b. Light	2.2	-	2.2	-	-
14c. Popular	8.8	-	8.8	5.5	-
14d. Folk, etc.	-	-	-	.8	-
15. Drama Programmes	17.6	-	17.6	40.1	-
15a. Serious	-	-	-	-	-
15b. Domestic	4.4	-	4.4	.9	-
15c. Comedy	6.6	-	6.6	5.8	-
15d. Crime, etc.	6.6	-	6.6	33.4	-
15e. Romantic	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-
15g. Other	-	-	-	-	-
16. Variety	-	-	-	-	-
17. Personalities	-	-	-	.4	-
18. Quiz, Games, etc.	-	-	-	-	-
19. Sports Progs.	-	-	-	1.1	-
19a. News	-	-	-	-	-
19b. Events	-	-	-	1.1	-
20. Children's Progs.	71.4	-	71.4	50.9	75.0
20a. Youth Educ.	8.8	-	8.8	4.3	-
20b-f. Drama	62.6	-	62.6	46.6	75.0
20b. Crime, etc.	59.3	-	59.3	38.0	37.5
20c. Comedy	3.3	-	3.3	7.0	37.5
20d. Fairy Tales	-	-	-	-	-
20e. Serious	-	-	-	-	-
20f. Other	-	-	-	1.6	-
20g. Variety	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-
20i. Other	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-
TOTALS	100.0	-	100.0	100.0	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.



Table V-13-B-2. Television Programme Time in Programmes Produced in the United States by Percentage in Classes of Programme by Class of Station: Children Hours\* January 15-21, 1956.

Class of Programme	Private Total	All English	All French	All Canadian
1. News & Weather	-	-	-	-
2. Nature & Science	-	-	-	-
3. Foreign Lands	2.2	.5	25.0	1.6
4. Pol. & Pub. Aff.	-	-	-	-
5. Soc. & Human Rel.	.4	.3	-	.3
6. Misc. Information	-	-	-	-
7. Canadian Activ.	-	-	-	-
8. "Feedback" Progs.	-	-	-	-
9. Religion	-	-	-	-
10. Fine Arts, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, etc.	-	-	-	-
13. Fam. Living, etc.	-	-	-	-
13a. Family Living	-	-	-	-
13b. Merchandising	-	-	-	-
14. Music Programmes	6.0	7.6	-	7.2
14a. Serious	-	-	-	-
14b. Light	-	.6	-	.6
14c. Popular	5.2	6.4	-	6.1
14d. Folk, etc.	.8	.6	-	.5
15. Drama Programmes	37.6	34.1	-	32.6
15a. Serious	-	-	-	-
15b. Domestic	.8	1.8	-	1.8
15c. Comedy	5.4	6.0	-	5.7
15d. Crime, etc.	31.4	26.3	-	75.1
15e. Romantic	-	-	-	-
15f. Musical Com.	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	.3	.3	-	.3
18. Quiz, Games, etc.	-	-	-	-
19. Sports Progs.	1.1	.8	-	.8
19a. News	-	-	-	-
19b. Events	1.1	.8	-	.8
20. Children's Programmes	52.4	56.4	75.0	57.2
20a. Youth Educ.	4.1	5.6	-	5.3
20b-f. Drama	48.3	50.8	75.0	51.9
20b. Crime, etc.	38.0	43.7	37.5	43.4
20c. Comedy	8.8	6.0	37.5	7.4
20d. Fairy Tales	-	1.1	-	-
20e. Serious	-	-	-	-
20f. Other	1.5	-	-	1.1
20g. Variety	-	-	-	-
20h. Quiz, etc.	-	-	-	-
20i. Other	-	-	-	-
21. Prog. Promo.	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-13-C-1. Television Programme Time in Programmes Produced in  
Other Countries by Percentage in Classes of Programme  
by Class of Stations: Children Hours\*  
January 15-21, 1956.

Class of Programme	CBC- English	CBC- French	CBC- Total	Private English	Private- French
1. News & Weather	-	-	-	-	-
2. Nature & Science	-	-	-	-	-
3. Foreign Lands	-	-	-	-	100.0
4. Pol. & Pub. Aff.	-	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-	-
6. Misc. Information	-	-	-	-	-
7. Canadian Activ.	-	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-
9. Religion	-	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-
11. Dance	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-
13. Fam. Living, etc.	-	-	-	-	-
13a. Family Living	-	-	-	-	-
13b. Merchandising	-	-	-	-	-
14. Music Programmes	-	-	-	-	-
14a. Serious	-	-	-	-	-
14b. Light	-	-	-	-	-
14c. Popular	-	-	-	-	-
14d. Folk, etc.	-	-	-	-	-
15. Drama Programmes	36.4	-	36.4	-	-
15a. Serious	-	-	-	-	-
15b. Domestic	-	-	-	-	-
15c. Comedy	-	-	-	-	-
15d. Crime, etc.	-	-	-	-	-
15e. Romantic	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-
15g. Other	36.4	-	36.4	-	-
16. Variety	-	-	-	-	-
17. Personalities	-	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-	-
19. Sports Progs.	-	-	-	-	-
19a. News	-	-	-	-	-
19b. Events	-	-	-	-	-
20. Children's Progs.	63.6	-	63.6	100.0	-
20a. Youth Educ.	9.1	-	9.1	-	-
20b-f. Drama	54.5	-	54.5	100.0	-
20b. Crime, etc.	54.5	-	54.5	-	-
20c. Comedy	-	-	-	-	-
20d. Fairy Tales	-	-	-	100.0	-
20e. Serious	-	-	-	-	-
20f. Other	-	-	-	-	-
20g. Variety	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-
20i. Other	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0	100.0

\* Monday-Friday, 4:30 to 6:30 p.m.

Table V-13-C-2. Television Programme Time in Programmes Produced in Other Countries by Percentage in Classes of Programmes by Class of Stations: Children Hours\* January 15-21, 1956.

Class of Programme	Private Total	All English	All French	All Canadian
1. News & Weather	-	-	-	-
2. Nature & Science	-	-	-	-
3. Foreign Lands	31.8	-	100.0	3.7
4. Pol. & Pub. Aff.	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-
6. Misc. Information	-	-	-	-
7. Canadian Activ.	-	-	-	-
8. "Feedback" Progs.	-	-	-	-
9. Religion	-	-	-	-
10. Fine Arts, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, etc.	-	-	-	-
13. Fam. Living, etc.	-	-	-	-
13a. Family Living	-	-	-	-
13b. Merchandising	-	-	-	-
14. Music Programmes	-	-	-	-
14a. Serious	-	-	-	-
14b. Light	-	-	-	-
14c. Popular	-	-	-	-
14d. Folk, etc.	-	-	-	-
15. Drama Programmes	-	33.3	-	32.1
15a. Serious	-	-	-	-
15b. Domestic	-	-	-	-
15c. Comedy	-	-	-	-
15d. Crime, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Com.	-	-	-	-
15g. Other	-	33.3	-	32.1
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-
19. Sports Progs.	-	-	-	-
19a. News	-	-	-	-
19b. Events	-	-	-	-
20. Children's Progs.	68.2	66.7	-	64.2
20a. Youth Educ.	-	8.3	-	8.0
20b-f. Drama	68.2	58.4	-	56.2
20b. Crime, etc.	-	50.0	-	48.1
20c. Comedy	-	-	-	-
20d. Fairy Tales	68.2	8.4	-	8.1
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	-	-	-
20h. Quiz, Games, etc.	-	-	-	-
20i. Other	-	-	-	-
21. Prog. Promo.	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0

\* Monday-Friday, 4:30 to 6:30 p.m.

Table V-13-D-1. Television Programme Time, Total by Percentage  
 in Classes of Programme by Class of Station:  
 Children Hours\* January 15-21, 1956.

Class of Programme	CBC- English	CBC- French	CBC- Total	Private English	Private- French
1. News & Weather	-	-	-	1.0	-
2. Nature & Science	-	6.3	1.4	-	-
3. Foreign Lands	-	-	-	.2	9.1
4. Pol. & Pub. Aff.	-	-	-	.3	-
5. Soc. & Human Rel.	-	-	-	.1	-
6. Misc. Information	-	-	-	-	-
7. Canadian Activ.	1.7	6.3	2.6	1.1	1.9
8. "Feedback" Progs.	-	-	-	.1	-
9. Religion	-	3.1	.7	-	-
10. Fine Arts, etc.	-	-	-	-	-
11. Dance	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-
13. Fam. Living, etc.	-	6.2	1.4	5.4	18.5
13a. Family Living	-	6.2	1.4	5.3	18.5
13b. Merchandising	-	-	-	.1	-
14. Music Programmes	4.4	-	3.4	4.0	-
14a. Serious	-	-	-	.1	-
14b. Light	.9	-	.7	.3	-
14c. Popular	3.5	-	2.7	3.3	-
14d. Folk, etc.	-	-	-	.3	-
15. Drama Programmes	10.4	-	8.2	13.7	-
15a. Serious	-	-	-	-	-
15b. Domestic	1.7	-	1.4	.3	-
15c. Comedy	2.6	-	2.0	1.8	-
15d. Crime, etc.	2.6	-	2.1	11.3	-
15e. Romantic	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-
15g. Other	3.5	-	2.7	.3	-
16. Variety	-	-	-	1.4	-
17. Personalities	-	-	-	1.1	2.0
18. Quiz, Games, etc.	-	-	-	.3	5.6
19. Sports Progs.	-	-	-	1.3	33.3
19a. News	-	-	-	.6	33.3
19b. Events	-	-	-	.7	-
20. Children's Progs.	83.5	78.1	82.3	69.3	29.6
20a. Youth Educ.	14.8	43.7	21.1	12.0	-
20b-f. Drama	37.4	12.5	32.0	22.5	29.6
20b. Crime, etc.	28.7	-	22.5	12.6	11.1
20c. Comedy	3.9	-	3.1	4.9	11.1
20d. Fairy Tales	.9	6.2	2.0	1.7	7.4
20e. Serious	1.7	6.3	2.7	.8	-
20f. Other	2.2	-	1.7	2.5	-
20g. Variety	28.7	-	22.5	30.9	-
20h. Quiz, etc.	-	-	-	.9	-
20i. Other	2.6	21.9	6.7	3.0	-
21. Prog. Promo.	-	-	-	.7	-
TOTALS	100.0	100.0	100.0	100.0	100.0

\* Monday-Friday, 4:30 to 6:30 p.m.



Table V-13-D-2. Television Programme Time, Total by Percentage  
in Classes of Programme by Class of Station:  
Children Hours\* January 15-21, 1956.

Class of Programme	Private Total	All English	All French	All Canadian
1. News & Weather	.9	.7	-	.6
2. Nature & Science	-	-	3.4	.3
3. Foreign Lands	.8	.2	4.2	.6
4. Pol. & Pub. Aff.	.2	.2	-	.2
5. Soc. & Human Rel.	.1	.1	-	.1
6. Misc. Information	-	-	-	-
7. Canadian Activ.	1.2	1.2	4.2	1.5
8. "Feedback" Progs.	.1	.1	-	#
9. Religion	-	-	1.7	.2
10. Fine Arts, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, etc.	-	-	-	-
13. Fam. Living, etc.	6.2	4.2	11.9	5.0
13a. Family Living	6.1	4.1	11.9	4.9
13b. Merchandising	.1	.1	-	.1
14. Music Programmes	3.8	4.1	-	3.7
14a. Serious	.1	.1	-	#
14b. Light	.2	.4	-	.4
14c. Popular	3.1	3.4	-	3.0
14d. Folk, etc.	.4	.2	-	.3
15. Drama Programmes	12.9	12.9	-	11.6
15a. Serious	-	-	-	-
15b. Domestic	.3	.6	-	.6
15c. Comedy	1.7	2.0	-	1.8
15d. Crime, etc.	10.6	9.3	-	8.3
15e. Romantic	-	-	-	-
15f. Musical Com.	-	-	-	-
15g. Other	.3	1.0	-	.9
16. Variety	1.4	1.2	-	1.1
17. Personalities	1.2	.9	.9	.9
18. Quiz, Games, etc.	.6	.2	2.5	.4
19. Sports Progs.	3.3	1.0	15.3	2.5
19a. News	2.7	.4	15.3	2.0
19b. Events	.6	.6	-	.5
20. Children's Progs.	66.7	72.5	55.9	70.8
20a. Youth Educ.	11.2	12.6	23.7	13.8
20b-f. Drama	22.9	25.9	20.3	25.3
20b. Crime, etc.	12.5	16.3	5.1	15.1
20c. Comedy	5.3	4.7	5.1	4.7
20d. Fairy Tales	2.1	1.5	6.8	2.1
20e. Serious	.7	1.0	3.3	1.2
20f. Other	2.3	2.4	-	2.2
20g. Variety	28.9	30.4	-	27.2
20h. Quiz, etc.	.8	.7	-	.6
20i. Other	2.9	2.9	11.9	3.9
21. Prog. Promo.	.6	.5	-	.5
TOTALS	100.0	100.0	100.0	100.0

\* Monday-Friday, 4:30 to 6:30 p.m.

# Less than .05

Table V-14. Television Programme Time by Class of Programme and Nationality of Source: Children Hours\* on CBC Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	CBC Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	-	-	--	-	-	--	-	-
2. Nature & Science	-	-	--	-	100.0	--	-	100.0
3. Foreign Lands	-	-	--	-	-	--	-	-
4. Pol. & Pub. Aff.	-	-	--	-	-	--	-	-
5. Soc. & Human Rel.	-	-	--	-	-	--	-	-
6. Misc. Information	-	-	--	-	-	--	-	-
7. Canadian Activ.	100.0	-	--	100.0	100.0	--	-	100.0
8. "Feedback" Progs.	-	-	--	-	-	--	-	-
9. Religion	-	-	--	-	100.0	--	-	100.0
10. Fine Arts, etc.	-	-	--	-	-	--	-	-
11. Dance	-	-	--	-	-	--	-	-
12. Agriculture, etc.	-	-	--	-	-	--	-	-
13. Fam. Living, etc.	-	-	--	-	100.0	--	-	100.0
13a. Fam. Living	-	-	--	-	100.0	--	-	100.0
13b. Merchandising	-	-	--	-	-	--	-	-
14. Music Programmes	-	100.0	--	100.0	-	--	-	-
14a. Serious	-	-	--	-	-	--	-	-
14b. Light	-	100.0	--	100.0	-	--	-	-
14c. Popular	-	100.0	--	100.0	-	--	-	-
14d. Folk, etc.	-	-	--	-	-	--	-	-
15. Drama Programmes	-	66.7	33.3	100.0	-	--	-	-
15a. Serious	-	-	--	-	-	--	-	-
15b. Domestic	-	100.0	--	100.0	-	--	-	-
15c. Comedy	-	100.0	--	100.0	-	--	-	-
15d. Crime, etc.	-	100.0	--	100.0	-	--	-	-
15e. Romantic	-	-	--	-	-	--	-	-
15f. Musical Com.	-	-	--	-	-	--	-	-
15g. Other	-	-	100.0	100.0	-	--	-	-
16. Variety	-	-	--	-	-	--	-	-
17. Personalities	-	-	--	-	-	--	-	-
18. Quiz, Games, etc.	-	-	--	-	-	--	-	-
19. Sports Progs.	-	-	--	-	-	--	-	-
19a. News	-	-	--	-	-	--	-	-
19b. Events	-	-	--	-	-	--	-	-
20. Children's Progs.	58.9	33.8	7.3	100.0	100.0	--	-	100.0
20a. Youth Educ.	70.6	23.5	5.9	100.0	100.0	--	-	100.0
20b-f. Drama	19.8	66.3	13.9	100.0	100.0	--	-	100.0
20b. Crime, etc.	-	81.8	18.2	100.0	-	--	-	-
20c. Comedy	66.7	33.3	--	100.0	-	--	-	-
20d. Fairy Tales	100.0	-	--	100.0	100.0	--	-	100.0
20e. Serious	100.0	-	--	100.0	100.0	--	-	100.0
20f. Other	100.0	-	--	100.0	-	--	-	-
20g. Variety	100.0	-	--	100.0	-	--	-	-
20h. Quiz, etc.	-	-	--	-	-	--	-	-
20i. Other	100.0	-	--	100.0	100.0	--	-	100.0
21. Prog. Promo.	-	-	--	-	-	--	-	-
TOTALS	50.9	39.6	9.5	100.0	100.0	--	-	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-15. Television Programme Time by Class of Programme and Nationality of Source: Children Hours\* on Private Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	Private Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	-	-	-	-
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	-	100.0	-	100.0	-	81.1	18.9	100.0
4. Pol. & Pub. Aff.	100.0	-	-	100.0	-	-	-	-
5. Soc. & Human Rel.	-	100.0	-	100.0	-	-	-	-
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	100.0	-	-	100.0	100.0	-	-	100.0
8. "Feedback" Progs.	100.0	-	-	100.0	-	-	-	-
9. Religion	-	-	-	-	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	100.0	-	-	100.0	100.0	-	-	100.0
13a. Family Living	100.0	-	-	100.0	100.0	-	-	100.0
13b. Merchandising	100.0	-	-	100.0	-	-	-	-
14. Music Programmes	50.0	50.0	-	100.0	-	-	-	-
14a. Serious	100.0	-	-	100.0	-	-	-	-
14b. Light	100.0	-	-	100.0	-	-	-	-
14c. Popular	46.9	53.1	-	100.0	-	-	-	-
14d. Folk, etc.	33.3	<del>66.7</del> 67.7	-	100.0	-	-	-	-
15. Drama Programmes	6.6	93.4	-	100.0	-	-	-	-
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	100.0	-	100.0	-	-	-	-
15c. Comedy	-	100.0	-	100.0	-	-	-	-
15d. Crime, etc.	5.4	94.6	-	100.0	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	100.0	-	-	100.0	-	-	-	-
16. Variety	100.0	-	-	100.0	-	-	-	-
17. Personalities	90.2	9.8	-	100.0	100.0	-	-	100.0
18. Quiz, Games, etc.	100.0	-	-	100.0	100.0	-	-	100.0
19. Sports Progs.	70.9	29.1	-	100.0	100.0	-	-	100.0
19a. News	100.0	-	-	100.0	100.0	-	-	100.0
19b. Events	48.8	51.2	-	100.0	-	-	-	-
20. Children's Progs.	76.2	23.4	.4	100.0	25.0	75.0	-	100.0
20a. Youth Educ.	88.3	11.7	-	100.0	-	-	-	-
20b-f. Drama	32.9	66.0	1.1	100.0	25.0	75.0	-	100.0
20b. Crime, etc.	4.0	96.0	-	100.0	-	100.0	-	100.0
20c. Comedy	54.1	45.9	-	100.0	-	100.0	-	100.0
20d. Fairy Tales	85.1	-	14.9	100.0	100.0	-	-	100.0
20e. Serious	100.0	-	-	100.0	-	-	-	-
20f. Other	79.8	20.2	-	100.0	-	-	-	-
20g. Variety	100.0	-	-	100.0	-	-	-	-
20h. Quiz, etc.	100.0	-	-	100.0	-	-	-	-
20i. Other	100.0	-	-	100.0	-	-	-	-
21. Prog. Promo.	100.0	-	-	100.0	-	-	-	-
TOTALS	67.9	31.8	.3	100.0	68.7	29.6	1.7	100.0

\* Monday-Friday, 4:30 to 6:30 p.m.

Table V-16. Television Programme Time by Class of Programme and Nationality of Source: Children Hours\* on All Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	All Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	-	-	-	-
2. Nature & Science	-	-	-	-	100.0	-	-	100.0
3. Foreign Lands	-	100.0	-	100.0	-	81.1	18.9	100.0
4. Pol. & Pub. Aff.	100.0	-	-	100.0	-	-	-	-
5. Soc. & Human Rel.	-	100.0	-	100.0	-	-	-	-
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	100.0	-	-	100.0	100.0	-	-	100.0
8. "Feedback" Progs.	100.0	-	-	100.0	-	-	-	-
9. Religion	-	-	-	-	100.0	-	-	100.0
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	100.0	-	-	100.0	100.0	-	-	100.0
13a. Family Living	100.0	-	-	100.0	100.0	-	-	100.0
13b. Merchandising	100.0	-	-	100.0	-	-	-	-
14. Music Programmes	37.9	62.1	-	100.0	-	-	-	-
14a. Serious	100.0	-	-	100.0	-	-	-	-
14b. Light	50.0	50.0	-	100.0	-	-	-	-
14c. Popular	35.9	64.1	-	100.0	-	-	-	-
14d. Folk, etc.	33.3	66.7	-	100.0	-	-	-	-
15. Drama Programmes	5.4	88.5	6.1	100.0	-	-	-	-
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	100.0	-	100.0	-	-	-	-
15c. Comedy	-	100.0	-	100.0	-	-	-	-
15d. Crime, etc.	5.1	94.9	-	100.0	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	22.6	-	77.4	100.0	-	-	-	-
16. Variety	100.0	-	-	100.0	-	-	-	-
17. Personalities	90.2	9.8	-	100.0	100.0	-	-	100.0
18. Quiz, Games, etc.	100.0	-	-	100.0	100.0	-	-	100.0
19. Sports Progs.	70.9	29.1	-	100.0	100.0	-	-	100.0
19a. News	100.0	-	-	100.0	100.0	-	-	100.0
19b. Events	48.8	51.2	-	100.0	-	-	-	-
20. Children's Progs.	71.7	26.2	2.2	100.0	81.8	18.2	-	100.0
20a. Youth Educ.	83.6	14.8	1.6	100.0	100.0	-	-	100.0
20b-f. Drama	28.6	66.1	5.3	100.0	50.0	50.0	-	100.0
20b. Crime, etc.	2.4	90.3	7.3	100.0	-	100.0	-	100.0
20c. Comedy	56.5	43.5	-	100.0	-	100.0	-	100.0
20d. Fairy Tales	87.1	-	12.9	100.0	100.0	-	-	100.0
20e. Serious	100.0	-	-	100.0	100.0	-	-	100.0
20f. Other	83.9	16.1	-	100.0	-	-	-	-
20g. Variety	100.0	-	-	100.0	-	-	-	-
20h. Quiz, etc.	100.0	-	-	100.0	-	-	-	-
20i. Other	100.0	-	-	100.0	100.0	-	-	100.0
21. Prog. Promo.	100.0	-	-	100.0	-	-	-	-
TOTALS	64.0	33.6	2.4	100.0	85.6	13.6	.8	100.0

\* Monday-Friday, 4:30 to 6:30 p.m.



Table V-17. Television Programme Time by Class of Programme and Nationality of Source: Children Hours\* on All Stations (CBC and Private), January 15-21, 1956. (in percent)

Class of Programme	All Stations							
	CBC Stations				Private Stations			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	-	-	-	-	100.0	-	-	100.0
2. Nature & Science	100.0	-	-	100.0	-	-	-	
3. Foreign Lands	-	-	-	-	-	86.1	13.9	
4. Pol. & Pub. Aff.	-	-	-	-	100.0	-	-	
5. Soc. & Human Rel.	-	-	-	-	-	100.0	-	
6. Misc. Information	-	-	-	-	-	-	-	
7. Canadian Activ.	100.0	-	-	100.0	100.0	-	-	
8. "Feedback" Progs.	-	-	-	-	100.0	-	-	
9. Religion	100.0	-	-	100.0	-	-	-	
10. Fine Arts, etc.	-	-	-	-	-	-	-	
11. Dance	-	-	-	-	-	-	-	
12. Agriculture, etc.	-	-	-	-	-	-	-	
13. Fam. Living, etc.	100.0	-	-	100.0	100.0	-	-	
13a. Family Living	100.0	-	-	100.0	100.0	-	-	
13b. Merchandising	-	-	-	-	100.0	-	-	
14. Music Programmes	-	100.0	-	100.0	49.9	50.1	-	
14a. Serious	-	-	-	-	100.0	-	-	
14b. Light	-	100.0	-	100.0	100.0	-	-	
14c. Popular	-	100.0	-	100.0	46.9	53.1	-	
14d. Folk, etc.	-	-	-	-	33.3	66.7	-	
15. Drama Programmes	-	66.7	33.3	100.0	6.6	93.4	-	
15a. Serious	-	-	-	-	-	-	-	
15b. Domestic	-	100.0	-	100.0	-	100.0	-	
15c. Comedy	-	100.0	-	100.0	-	100.0	-	
15d. Crime, etc.	-	100.0	-	100.0	5.4	94.6	-	
15e. Romantic	-	-	-	-	-	-	-	
15f. Musical Com.	-	-	-	-	-	-	-	
15g. Other	-	-	100.0	100.0	100.0	-	-	
16. Variety	-	-	-	-	100.0	-	-	
17. Personalities	-	-	-	-	91.3	8.7	-	
18. Quiz, Games, etc.	-	-	-	-	100.0	-	-	
19. Sports Progs.	-	-	-	-	89.7	10.3	-	
19a. News	-	-	-	-	100.0	-	-	
19b. Events	-	-	-	-	48.8	51.2	-	
20. Children's Progs.	67.4	26.9	5.7	100.0	74.7	24.9	.4	
20a. Youth Educ.	83.9	12.9	3.2	100.0	88.3	11.7	-	
20b-f. Drama	26.6	60.6	12.8	100.0	32.2	66.8	1.0	
20b. Crime, etc.	-	81.8	18.2	100.0	3.8	96.2	-	
20c. Comedy	66.7	33.3	-	100.0	46.8	53.2	-	
20d. Fairy Tales	100.0	-	-	100.0	88.5	-	11.5	
20e. Serious	100.0	-	-	100.0	100.0	-	-	
20f. Other	100.0	-	-	100.0	79.8	20.2	-	
20g. Variety	100.0	-	-	100.0	100.0	-	-	
20h. Quiz, etc.	-	-	-	-	100.0	-	-	
20i. Other	100.0	-	-	100.0	100.0	-	-	
21. Prog. Promo.	-	-	-	-	100.0	-	-	
TOTALS	61.6	31.0	7.4	100.0	67.9	31.7	.4	

\* Monday-Friday, 4:30 to 6:30 p.m.

Table V-18. Television Programme Time by Class of Programme and Nationality of Source: Children Hours\* on All Stations and Two U. S. Border Stations, January 15-21, 1956. (in percent)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	-	100.0	-	100.0
2. Nature & Science	100.0	-	-	100.0	-	-	-	-
3. Foreign Lands	-	86.1	13.9	100.0	-	-	-	-
4. Pol. & Pub. Aff.	100.0	-	-	100.0	-	-	-	-
5. Soc. & Human Rel.	-	100.0	-	100.0	-	-	-	-
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	100.0	-	-	100.0	-	-	-	-
8. "Feedback" Progs.	100.0	-	-	100.0	-	-	-	-
9. Religion	100.0	-	-	100.0	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	100.0	-	-	100.0	-	-	-	-
13a. Family Living	100.0	-	-	100.0	-	-	-	-
13b. Merchandising	100.0	-	-	100.0	-	-	-	-
14. Music Programmes	37.9	62.1	-	100.0	-	-	-	-
14a. Serious	100.0	-	-	100.0	-	-	-	-
14b. Light	50.0	50.0	-	100.0	-	-	-	-
14c. Popular	35.9	64.1	-	100.0	-	-	-	-
14d. Folk, etc.	33.3	66.7	-	100.0	-	-	-	-
15. Drama Programmes	5.4	88.5	6.1	100.0	-	40.0	60.0	100.0
15a. Serious	-	-	-	-	-	50.0	50.0	100.0
15b. Domestic	-	100.0	-	100.0	-	-	-	-
15c. Comedy	-	100.0	-	100.0	-	-	100.0	100.0
15d. Crime, etc.	5.1	94.9	-	100.0	-	50.0	50.0	100.0
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	22.6	-	77.4	100.0	-	-	-	-
16. Variety	100.0	-	-	100.0	-	-	-	-
17. Personalities	91.3	8.7	-	100.0	-	100.0	-	100.0
18. Quiz, Games, etc.	100.0	-	-	100.0	-	100.0	-	100.0
19. Sports Progs.	89.7	10.3	-	100.0	-	100.0	-	100.0
19a. News	100.0	-	-	100.0	-	100.0	-	100.0
19b. Events	48.8	51.2	-	100.0	-	-	-	-
20. Children's Progs.	72.5	25.5	2.0	100.0	-	100.0	-	100.0
20a. Youth Educ.	86.6	12.1	1.3	100.0	-	100.0	-	100.0
20b-f. Drama	30.4	64.7	4.9	100.0	-	100.0	-	100.0
20b. Crime, etc.	2.4	90.6	7.0	100.0	-	100.0	-	100.0
20c. Comedy	50.1	49.9	-	100.0	-	100.0	-	100.0
20d. Fairy Tales	91.5	-	8.5	100.0	-	-	-	-
20e. Serious	100.0	-	-	100.0	-	-	-	-
20f. Other	83.9	16.1	-	100.0	-	100.0	-	100.0
20g. Variety	100.0	-	-	100.0	-	100.0	-	100.0
20h. Quiz, etc.	100.0	-	-	100.0	-	-	-	-
20i. Other	100.0	-	-	100.0	-	-	-	-
21. Prog. Promo.	100.0	-	-	100.0	-	-	-	-
TOTALS	66.3	31.5	2.2	100.0	-	92.5	7.5	100.0

\* Monday-Friday, 4:30 to 6:30 p.m.

Table V-19. Television Programme Time by Class of Programme and Origin within Canada: Children Hours\* on CBC Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	CBC Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	-	-	-	-	-	-	-	-
2. Nature & Science	-	-	-	-	-	-	60	60
3. Foreign Lands	-	-	-	-	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-	-	-	-	-
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	-	-	60	60	-	-	60	60
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	-	-	-	-	30	30
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	-	-	-	-	-	-	60	60
13a. Family Living	-	-	-	-	-	-	60	60
13b. Merchandising	-	-	-	-	-	-	-	-
14. Music Programmes	-	150	-	150	-	-	-	-
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	30	-	30	-	-	-	-
14c. Popular	-	120	-	120	-	-	-	-
14d. Folk, etc.	-	-	-	-	-	-	-	-
15. Drama Programmes	-	210	150	360	-	-	-	-
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	30	30	60	-	-	-	-
15c. Comedy	-	90	-	90	-	-	-	-
15d. Crime, etc.	-	90	-	90	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	120	120	-	-	-	-
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-	-	-	-	-
19. Sports Progs.	-	-	-	-	-	-	-	-
19a. News	-	-	-	-	-	-	-	-
19b. Events	-	-	-	-	-	-	-	-
20. Children's Progs.	-	225	2,655	2,880	-	-	750	750
20a. Youth Educ.	-	60	450	510	-	-	420	420
20b-f. Drama	-	165	1,125	1,290	-	-	120	120
20b. Crime, etc.	-	120	870	990	-	-	-	-
20c. Comedy	-	45	90	135	-	-	-	-
20d. Fairy Tales	-	-	30	30	-	-	60	60
20e. Serious	-	-	60	60	-	-	60	60
20f. Other	-	-	75	75	-	-	-	-
20g. Variety	-	-	990	990	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	90	90	-	-	210	210
21. Prog. Promo.	-	-	-	-	-	-	-	-
TOTALS	-	585	2,865	3,450	-	-	960	960

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-20. Television Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on Private Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	Private Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	114	-	3	117	-	-	-	-
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	-	27	-	27	-	74	-	74
4. Pol. & Pub. Aff.	-	-	30	30	-	-	-	-
5. Soc. & Human Rel.	-	15	-	15	-	-	-	-
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	27	11	91	129	15	-	-	15
8. "Feedback" Progs.	8	-	-	8	-	-	-	-
9. Religion	-	-	-	-	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	553	49	33	635	150	-	-	150
13a. Family Living	541	49	33	623	150	-	-	150
13b. Merchandising	12	-	-	12	-	-	-	-
14. Music Programmes	210	246	19	475	-	-	-	-
14a. Serious	-	8	-	8	-	-	-	-
14b. Light	30	-	-	30	-	-	-	-
14c. Popular	165	208	19	392	-	-	-	-
14d. Folk, etc.	15	30	-	45	-	-	-	-
15. Drama Programmes	35	1,544	31	1,610	-	-	-	-
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	2	31	33	-	-	-	-
15c. Comedy	-	216	-	216	-	-	-	-
15d. Crime, etc.	-	1,326	-	1,326	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	35	-	-	35	-	-	-	-
16. Variety	180	-	-	180	-	-	-	-
17. Personalities	120	13	-	133	16	-	-	16
18. Quiz, Games, etc.	30	-	-	30	45	-	-	45
19. Sports Progs.	64	54	30	148	-	-	270	270
19a. News	64	-	-	64	-	-	270	270
19b. Events	-	54	30	84	-	-	-	-
20. Children's Progs.	465	1,108	6,578	8,151	-	150	90	240
20a. Youth Educ.	-	15	1,392	1,407	-	-	-	-
20b-f. Drama	75	1,024	1,546	2,645	-	150	90	240
20b. Crime, etc.	-	671	812	1,483	-	60	30	90
20c. Comedy	30	263	280	573	-	90	-	90
20d. Fairy Tales	45	60	97	202	-	-	60	60
20e. Serious	-	-	90	90	-	-	-	-
20f. Other	-	30	267	297	-	-	-	-
20g. Variety	195	69	3,375	3,639	-	-	-	-
20h. Quiz, etc.	105	-	-	105	-	-	-	-
20i. Other	90	-	265	355	-	-	-	-
21. Prog. Promo.	81	-	-	81	-	-	-	-
TOTALS	1,887	3,067	6,815	11,769	226	224	360	810

\* Monday - Friday, 4:30 to 6:30 p.m.



Table V-21. Television Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on All Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	All Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	114	-	3	117	-	-	-	-
2. Nature & Science	-	-	-	-	-	-	60	60
3. Foreign Lands	-	27	-	27	-	74	-	74
4. Pol. & Pub. Aff.	-	-	30	30	-	-	-	-
5. Soc. & Human Rel.	-	15	-	15	-	-	-	-
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	27	11	151	189	15	-	60	75
8. "Feedback" Progs.	8	-	-	8	-	-	-	-
9. Religion	-	-	-	-	-	-	30	30
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	553	49	33	635	150	-	60	210
13a. Family Living	541	49	33	623	150	-	60	210
13b. Merchandising	12	-	-	12	-	-	-	-
14. Music Programmes	210	396	19	625	-	-	-	-
14a. Serious	-	8	-	8	-	-	-	-
14b. Light	30	30	-	60	-	-	-	-
14c. Popular	165	328	19	512	-	-	-	-
14d. Folk, etc.	15	30	-	45	-	-	-	-
15. Drama Programmes	35	1,754	181	1,970	-	-	-	-
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	32	61	93	-	-	-	-
15c. Comedy	-	306	-	306	-	-	-	-
15d. Crime, etc.	-	1,416	-	1,416	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	35	-	120	155	-	-	-	-
16. Variety	180	-	-	180	-	-	-	-
17. Personalities	120	13	-	133	16	-	-	16
18. Quiz, Games, etc.	30	-	-	30	45	-	-	45
19. Sports Progs.	64	54	30	148	-	-	270	270
19a. News	64	-	-	64	-	-	270	270
19b. Events	-	54	30	84	-	-	-	-
20. Children's Progs.	465	1,333	9,233	11,031	-	150	840	990
20a. Youth Educ.	-	75	1,842	1,917	-	-	420	420
20b-f. Drama	75	1,189	2,671	3,935	-	150	210	360
20b. Crime, etc.	-	791	1,682	2,473	-	60	30	90
20c. Comedy	30	308	370	708	-	90	-	90
20d. Fairy Tales	45	60	127	232	-	-	120	120
20e. Serious	-	-	150	150	-	-	60	60
20f. Other	-	30	342	372	-	-	-	-
20g. Variety	195	69	4,365	4,629	-	-	-	-
20h. Quiz, etc.	105	-	-	105	-	-	-	-
20i. Other	90	-	355	445	-	-	210	210
21. Prog. Promo.	81	-	-	81	-	-	-	-
TOTALS	1,887	3,652	9,680	15,219	226	224	1,320	1,770

\*Monday-Friday, 4:30 to 6:30 p.m.

Table V-22. Television Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on All Stations (CBC and Private), January 15-21, 1956. (in minutes)

Class of Programme	All Stations							Total
	CBC Stations			Private Stations				
	Local Live	Re-corded	Net-work	Local Live	Re-corded	Net-work	Total	
1. News & Weather	-	-	-	-	114	-	3	117
2. Nature & Science	-	-	60	60	-	-	-	-
3. Foreign Lands	-	-	-	-	-	101	-	101
4. Pol. & Pub. Aff.	-	-	-	-	-	-	30	30
5. Soc. & Human Rel.	-	-	-	-	-	15	-	15
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	-	-	120	120	42	11	91	144
8. "Feedback" Progs.	-	-	-	-	8	-	-	8
9. Religion	-	-	30	30	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	-	-	60	60	703	49	33	785
13a. Family Living	-	-	60	60	691	49	30	773
13b. Merchandising	-	-	-	-	12	-	-	12
14. Music Programmes	-	150	-	150	210	246	19	475
14a. Serious	-	-	-	-	-	8	-	8
14b. Light	-	30	-	30	30	-	-	30
14c. Popular	-	120	-	120	165	208	19	392
14d. Folk, etc.	-	-	-	-	15	30	-	45
15. Drama Programmes	-	210	150	360	35	1,544	31	1,610
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	30	30	60	-	2	31	33
15c. Comedy	-	90	-	90	-	216	-	216
15d. Crime, etc.	-	90	-	90	-	1,326	-	1,326
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	120	120	35	-	-	35
16. Variety	-	-	-	-	180	-	-	180
17. Personalities	-	-	-	-	136	13	-	149
18. Quiz, Games, etc.	-	-	-	-	75	-	-	75
19. Sports Progs.	-	-	-	-	64	54	300	418
19a. News	-	-	-	-	64	-	270	334
19b. Events	-	-	-	-	-	54	30	84
20. Children's Progs.	-	225	3,405	3,630	465	1,258	6,668	8,391
20a. Youth Educ.	-	60	870	930	-	15	1,392	1,407
20b-f. Drama	-	165	1,245	1,410	75	1,174	1,636	2,885
20b. Crime, etc.	-	120	870	990	-	731	842	1,573
20c. Comedy	-	45	90	135	30	353	280	663
20d. Fairy Tales	-	-	90	90	45	60	157	262
20e. Serious	-	-	120	120	-	-	90	90
20f. Other	-	-	75	75	-	30	267	297
20g. Variety	-	-	990	990	195	69	3,375	3,639
20h. Quiz, etc.	-	-	-	-	105	-	-	105
20i. Other	-	-	300	300	90	-	265	355
21. Prog. Promo.	-	-	-	-	81	-	-	81
TOTALS	-	585	3,825	4,410	2,113	3,291	7,175	12,579

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-23. Television Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on All Stations and Two U. S. Border Stations, January 15-21, 1956. (in minutes)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Local Live	Re-corded	Net-work	Total	Local Live	Re-corded	Net-work	Total
1. News & Weather	114	-	3	117	75	-	-	-
2. Nature & Science	-	-	60	60	-	-	-	-
3. Foreign Lands	-	101	-	101	-	-	-	-
4. Pol. & Pub. Aff.	-	-	30	30	-	-	-	-
5. Soc. & Human Rel.	-	15	-	15	-	-	-	-
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	42	11	211	264	-	-	-	-
8. "Feedback" Progs.	8	-	-	8	-	-	-	-
9. Religion	-	-	30	30	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	703	49	93	845	-	-	-	-
13a. Family Living	691	49	93	833	-	-	-	-
13b. Merchandising	12	-	-	12	-	-	-	-
14. Music Programmes	210	396	19	625	-	-	-	-
14a. Serious	-	8	-	8	-	-	-	-
14b. Light	30	30	-	60	-	-	-	-
14c. Popular	165	328	19	512	-	-	-	-
14d. Folk, etc.	15	30	-	45	-	-	-	-
15. Drama Programmes	35	1,754	181	1,970	-	30	120	150
15a. Serious	-	-	-	-	-	-	60	60
15b. Domestic	-	32	61	93	-	-	-	-
15c. Comedy	-	306	-	306	-	-	30	30
15d. Crime, etc.	-	1,416	-	1,416	-	30	30	60
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	35	-	120	155	-	-	-	-
16. Variety	180	-	-	180	-	-	-	-
17. Personalities	136	13	-	149	-	15	-	15
18. Quiz, Games, etc.	75	-	-	75	-	-	150	150
19. Sports Progs.	64	54	300	418	15	-	-	15
19a. News	64	-	270	334	15	-	-	15
19b. Events	-	54	30	84	-	-	-	-
20. Children's Progs.	465	1,483	10,073	12,021	-	495	300	795
20a. Youth Educ.	-	75	2,262	2,337	-	-	120	120
20b-f. Drama	75	1,339	2,881	4,295	-	495	105	600
20b. Crime, etc.	-	851	1,712	2,563	-	345	-	345
20c. Comedy	30	398	370	798	-	-	105	105
20d. Fairy Tales	45	60	247	352	-	-	-	-
20e. Serious	-	-	210	210	-	-	-	-
20f. Other	-	30	342	372	-	150	-	150
20g. Variety	195	69	4,365	4,629	-	-	75	75
20h. Quiz, etc.	105	-	-	105	-	-	-	-
20i. Other	90	-	565	655	-	-	-	-
21. Prog. Promo.	81	-	-	81	-	-	-	-
TOTALS	2,113	3,876	11,000	16,989	90	540	570	1,200

\* Monday-Friday, 4:30 to 6:30 p.m.

Table V-24. Television Programme Time by Class of Programme and Origin within Canada: Children Hours\* on CBC Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	CBC Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	-	-	-	-	-	-	-	-
2. Nature & Science	-	-	-	-	-	-	100.0	100.0
3. Foreign Lands	-	-	-	-	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-	-	-	-	-
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	-	-	100.0	100.0	-	-	100.0	100.0
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	-	-	-	-	100.0	100.0
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	-	-	-	-	-	-	100.0	100.0
13a. Family Living	-	-	-	-	-	-	100.0	100.0
13b. Merchandising	-	-	-	-	-	-	-	-
14. Music Programmes	-	100.0	-	100.0	-	-	-	-
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	100.0	-	100.0	-	-	-	-
14c. Popular	-	100.0	-	100.0	-	-	-	-
14d. Folk, etc.	-	-	-	-	-	-	-	-
15. Drama Programmes	-	58.3	41.7	100.0	-	-	-	-
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	50.0	50.0	100.0	-	-	-	-
15c. Comedy	-	100.0	-	100.0	-	-	-	-
15d. Crime, etc.	-	100.0	-	100.0	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	100.0	100.0	-	-	-	-
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-	-	-	-	-
19. Sports Progs.	-	-	-	-	-	-	-	-
19a. News	-	-	-	-	-	-	-	-
19b. Events	-	-	-	-	-	-	-	-
20. Children's Progs.	-	7.8	92.2	100.0	-	-	100.0	100.0
20a. Youth Educ.	-	11.8	88.2	100.0	-	-	100.0	100.0
20b-f. Drama	-	12.8	87.2	100.0	-	-	100.0	100.0
20b. Crime, etc.	-	12.1	87.9	100.0	-	-	-	-
20c. Comedy	-	33.3	66.7	100.0	-	-	-	-
20d. Fairy Tales	-	-	100.0	100.0	-	-	100.0	100.0
20e. Serious	-	-	100.0	100.0	-	-	100.0	100.0
20f. Other	-	-	100.0	100.0	-	-	-	-
20g. Variety	-	-	100.0	100.0	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	100.0	100.0	-	-	100.0	100.0
21. Prog. Promo.	-	-	-	-	-	-	-	-
TOTALS	-	17.0	83.0	100.0	-	-	100.0	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.



Table V-25. Television Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on Private Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	Private Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	97.4	-	2.6	100.0	-	-	-	-
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	-	100.0	-	100.0	-	100.0	-	100.0
4. Pol. & Pub. Aff.	-	-	100.0	100.0	-	-	-	-
5. Soc. & Human Rel.	-	100.0	-	100.0	-	-	-	-
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	20.0	8.5	70.6	100.0	100.0	-	-	100.0
8. "Feedback" Progs.	100.0	-	-	100.0	-	-	-	-
9. Religion	-	-	-	-	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	87.1	7.7	5.2	100.0	100.0	-	-	100.0
13a. Family Living	86.8	7.9	5.3	100.0	100.0	-	-	100.0
13b. Merchandising	100.0	-	-	100.0	-	-	-	-
14. Music Programmes	44.2	51.8	4.0	100.0	-	-	-	-
14a. Serious	-	100.0	-	100.0	-	-	-	-
14b. Light	100.0	-	-	100.0	-	-	-	-
14c. Popular	42.1	53.1	4.8	100.0	-	-	-	-
14d. Folk, etc.	33.3	66.7	-	100.0	-	-	-	-
15. Drama Programmes	2.2	95.9	1.9	100.0	-	-	-	-
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	6.1	93.9	100.0	-	-	-	-
15c. Comedy	-	100.0	-	100.0	-	-	-	-
15d. Crime, etc.	-	100.0	-	100.0	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	100.0	-	-	100.0	-	-	-	-
16. Variety	100.0	-	-	100.0	-	-	-	-
17. Personalities	90.2	9.8	-	100.0	100.0	-	-	100.0
18. Quiz, Games, etc.	100.0	-	-	100.0	100.0	-	-	100.0
19. Sports Progs.	43.2	36.5	20.3	100.0	-	-	100.0	100.0
19a. News	100.0	-	-	100.0	-	-	100.0	100.0
19b. Events	-	64.3	35.7	100.0	-	-	-	-
20. Children's Progs.	5.7	13.6	80.7	100.0	-	62.5	37.5	100.0
20a. Youth Educ.	-	1.1	98.9	100.0	-	-	-	-
20b-f. Drama	2.8	38.7	58.5	100.0	-	62.5	37.5	100.0
20b. Crime, etc.	-	45.2	54.8	100.0	-	66.7	33.3	100.0
20c. Comedy	5.2	45.9	48.9	100.0	-	100.0	-	100.0
20d. Fairy Tales	22.3	29.7	48.0	100.0	-	-	100.0	100.0
20e. Serious	-	-	100.0	100.0	-	-	-	-
20f. Other	-	10.1	89.9	100.0	-	-	-	-
20g. Variety	5.4	1.9	92.7	100.0	-	-	-	-
20h. Quiz, etc.	100.0	-	-	100.0	-	-	-	-
20i. Other	25.4	-	74.6	100.0	-	-	-	-
21. Prog. Promo.	100.0	-	-	100.0	-	-	-	-
TOTALS	16.0	26.1	57.9	100.0	27.9	27.7	44.4	100.0

\*Monday - Friday, 4:30 to 6:30 p.m.

Table V-26. Television Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on All Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	All Stations							
	English				French			
	Local Live	Re-corded	Net-work	Total	Local Live	Re-corded	Net-work	Total
1. News & Weather	97.4	-	2.6	100.0	-	-	-	-
2. Nature & Science	-	-	-	-	-	-	100.0	100.0
3. Foreign Lands	-	100.0	-	100.0	-	100.0	-	100.0
4. Pol. & Pub. Aff.	-	-	100.0	100.0	-	-	-	-
5. Soc. & Human Rel.	-	100.0	-	100.0	-	-	-	-
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	14.3	5.8	79.9	100.0	20.0	-	80.0	100.0
8. "Feedback" Progs.	100.0	-	-	100.0	-	-	-	-
9. Religion	-	-	-	-	-	-	100.0	100.0
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	87.1	7.7	5.2	100.0	71.4	-	28.6	100.0
13a. Family Living	86.8	7.9	5.3	100.0	71.4	-	28.6	100.0
13b. Merchandising	100.0	-	-	100.0	-	-	-	-
14. Music Programmes	33.6	63.4	3.0	100.0	-	-	-	-
14a. Serious	-	100.0	-	100.0	-	-	-	-
14b. Light	50.0	50.0	-	100.0	-	-	-	-
14c. Popular	32.2	64.1	3.7	100.0	-	-	-	-
14d. Folk, etc.	33.3	66.7	-	100.0	-	-	-	-
15. Drama Programmes	1.8	89.0	9.2	100.0	-	-	-	-
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	34.4	65.6	100.0	-	-	-	-
15c. Comedy	-	100.0	-	100.0	-	-	-	-
15d. Crime, etc.	-	100.0	-	100.0	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	22.6	-	77.4	100.0	-	-	-	-
16. Variety	100.0	-	-	100.0	-	-	-	-
17. Personalities	90.2	9.8	-	100.0	100.0	-	-	100.0
18. Quiz, Games, etc.	100.0	-	-	100.0	100.0	-	-	100.0
19. Sports Progs.	43.2	36.5	20.3	100.0	-	-	100.0	100.0
19a. News	100.0	-	-	100.0	-	-	100.0	100.0
19b. Events	-	64.3	35.7	100.0	-	-	-	-
20. Children's Progs.	4.2	12.1	83.7	100.0	-	15.2	84.8	100.0
20a. Youth Educ.	-	3.9	96.1	100.0	-	-	100.0	100.0
20b-f. Drama	1.9	30.2	67.9	100.0	-	41.7	58.3	100.0
20b. Crime, etc.	-	32.0	68.0	100.0	-	66.7	33.3	100.0
20c. Comedy	4.2	43.5	52.3	100.0	-	100.0	-	100.0
20d. Fairy Tales	19.4	25.9	54.7	100.0	-	-	100.0	100.0
20e. Serious	-	-	100.0	100.0	-	-	100.0	100.0
20f. Other	-	8.1	91.9	100.0	-	-	-	-
20g. Variety	4.2	1.5	94.3	100.0	-	-	-	-
20h. Quiz, etc.	100.0	-	-	100.0	-	-	-	-
20i. Other	20.2	-	79.8	100.0	-	-	100.0	100.0
21. Prog. Promo.	100.0	-	-	100.0	-	-	-	-
TOTALS	12.4	24.0	63.6	100.0	12.8	12.7	74.5	100.0

\* Monday-Friday, 4:30 to 6:30 p.m.

Table V-27. Television Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on All Stations (CBC and Private), January 15-21, 1956.  
(in percent)

Class of Programme	All Stations							
	CBC Stations				Private Stations			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	-	-	-	-	97.4	-	2.6	100.0
2. Nature & Science	-	-	100.0	100.0	-	-	-	-
3. Foreign Lands	-	-	-	-	-	100.0	-	100.0
4. Pol. & Pub. Aff.	-	-	-	-	-	-	100.0	100.0
5. Soc. & Human Rel.	-	-	-	-	-	100.0	-	100.0
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	-	-	100.0	100.0	29.2	7.6	63.2	100.0
8. "Feedback" Progs.	-	-	-	-	100.0	-	-	100.0
9. Religion	-	-	100.0	100.0	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	-	-	100.0	100.0	89.6	6.2	4.2	100.0
13a. Family Living	-	-	100.0	100.0	89.4	6.3	4.3	100.0
13b. Merchandising	-	-	-	-	100.0	-	-	100.0
14. Music Programmes	-	100.0	-	100.0	44.2	51.8	4.0	100.0
14a. Serious	-	-	-	-	-	100.0	-	100.0
14b. Light	-	100.0	-	100.0	100.0	-	-	100.0
14c. Popular	-	100.0	-	100.0	42.1	53.1	4.8	100.0
14d. Folk, etc.	-	-	-	-	33.3	66.7	-	100.0
15. Drama Programmes	-	58.3	41.7	100.0	2.2	95.9	1.9	100.0
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	50.0	50.0	100.0	-	6.1	93.9	100.0
15c. Comedy	-	100.0	-	100.0	-	100.0	-	100.0
15d. Crime, etc.	-	100.0	-	100.0	-	100.0	-	100.0
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	100.0	100.0	100.0	-	-	100.0
16. Variety	-	-	-	-	100.0	-	-	100.0
17. Personalities	-	-	-	-	91.3	8.7	-	100.0
18. Quiz, Games, etc.	-	-	-	-	100.0	-	-	100.0
19. Sports Progs.	-	-	-	-	15.3	12.9	71.8	100.0
19a. News	-	-	-	-	19.2	-	80.8	100.0
19b. Events	-	-	-	-	-	64.3	35.7	100.0
20. Children's Progs.	-	6.2	93.8	100.0	5.5	15.0	79.5	100.0
20a. Youth Educ.	-	6.5	93.5	100.0	-	1.1	98.9	100.0
20b-f. Drama	-	11.7	88.3	100.0	2.6	40.7	56.7	100.0
20b. Crime, etc.	-	12.1	87.9	100.0	-	46.5	53.5	100.0
20c. Comedy	-	33.3	66.7	100.0	4.5	53.2	42.3	100.0
20d. Fairy Tales	-	-	100.0	100.0	17.2	22.9	59.9	100.0
20e. Serious	-	-	100.0	100.0	-	-	100.0	100.0
20f. Other	-	-	100.0	100.0	-	10.1	89.9	100.0
20g. Variety	-	-	100.0	100.0	5.4	1.9	92.7	100.0
20h. Quiz, etc.	-	-	-	-	100.0	-	-	100.0
20i. Other	-	-	100.0	100.0	25.4	-	74.6	100.0
21. Prog. Promo.	-	-	-	-	100.0	-	-	100.0
TOTALS	-	13.3	86.7	100.0	16.8	26.2	57.0	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-28. Television Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on All Stations and Two U. S. Border Stations, January 15-21, 1956. (in percent)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	97.4	-	2.6	100.0	100.0	-	-	100.0
2. Nature & Science	-	-	100.0	100.0	-	-	-	-
3. Foreign Lands	-	100.0	-	100.0	-	-	-	-
4. Pol. & Pub. Aff.	-	-	100.0	100.0	-	-	-	-
5. Soc. & Human Rel.	-	100.0	-	100.0	-	-	-	-
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	15.9	4.2	79.9	100.0	-	-	-	-
8. "Feedback" Progs.	100.0	-	-	100.0	-	-	-	-
9. Religion	-	-	100.0	100.0	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	83.2	5.8	11.0	100.0	-	-	-	-
13a. Family Living	83.0	5.9	11.1	100.0	-	-	-	-
13b. Merchandising	100.0	-	-	100.0	-	-	-	-
14. Music Programmes	33.6	63.4	3.0	100.0	-	-	-	-
14a. Serious	-	100.0	-	100.0	-	-	-	-
14b. Light	50.0	50.0	-	100.0	-	-	-	-
14c. Popular	32.2	64.1	3.7	100.0	-	-	-	-
14d. Folk, etc.	33.3	66.7	-	100.0	-	-	-	-
15. Drama Programmes	1.8	89.0	9.2	100.0	-	20.0	80.0	100.0
15a. Serious	-	-	-	-	-	-	100.0	100.0
15b. Domestic	-	34.4	65.6	100.0	-	-	-	-
15c. Comedy	-	100.0	-	100.0	-	-	100.0	100.0
15d. Crime, etc.	-	100.0	-	100.0	-	50.0	50.0	100.0
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	22.6	-	77.4	100.0	-	-	-	-
16. Variety	100.0	-	-	100.0	-	-	-	-
17. Personalities	91.3	8.7	-	100.0	-	100.0	-	100.0
18. Quiz, Games, etc.	100.0	-	-	100.0	-	-	100.0	100.0
19. Sports Progs.	15.3	12.9	71.8	100.0	100.0	-	-	100.0
19a. News	19.2	-	80.8	100.0	100.0	-	-	100.0
19b. Events	-	64.3	35.7	100.0	-	-	-	-
20. Children's Progs.	3.9	12.3	83.8	100.0	-	62.3	37.7	100.0
20a. Youth Educ.	-	3.2	96.8	100.0	-	-	100.0	100.0
20b-f. Drama	1.7	31.2	67.1	100.0	-	82.5	17.5	100.0
20b. Crime, etc.	-	33.2	66.8	100.0	-	100.0	-	100.0
20c. Comedy	3.7	49.9	46.4	100.0	-	-	100.0	100.0
20d. Fairy Tales	12.8	17.0	70.2	100.0	-	-	-	-
20e. Serious	-	-	100.0	100.0	-	-	-	-
20f. Other	-	8.1	91.9	100.0	-	100.0	-	100.0
20g. Variety	4.2	1.5	94.3	100.0	-	-	100.0	100.0
20h. Quiz, etc.	100.0	-	-	100.0	-	-	-	-
20i. Other	13.7	-	86.3	100.0	-	-	-	-
21. Prog. Promo.	100.0	-	-	100.0	-	-	-	-
TOTALS	12.4	22.8	64.8	100.0	7.5	45.0	47.5	100.0

\* Monday-Friday, 4:30 to 6:30 p.m.



Table VI-1. Television Programme Time: Daytime Hours  
on the Individual Stations by Class of Station,  
January 15-21, 1956.

Station and City	Time on the Air	
	In Minutes	In Hours
<b>CBC Stations (English)</b>		
Interconnected:		
CBMT, Montreal	300	5.0
CBOT, Ottawa	150	2.5
CBLT, Toronto	595	9.9
Non-connected:		
CBHT, Halifax	210	3.5
CBUT, Vancouver	499	8.3
CBWT, Winnipeg	625	10.4
TOTAL CBC ENGLISH	2,379	39.7
<b>CBC Stations (French)</b>		
Interconnected:		
CBFT, Montreal	30	0.5
CBOFT, Ottawa	30	0.5
TOTAL CBC FRENCH	60	1.0
<b>Private Stations (English)</b>		
Interconnected:		
CKVR-TV, Barrie	60	1.0
CHCH-TV, Hamilton	610	10.2
CKWS-TV, Kingston	1,040	17.3
CKCO-TV, Kitchener	475	7.9
CFPL-TV, London	1,055	17.6
CHEX-TV, Peterborough	450	7.5
CKLW-TV, Windsor	1,250	20.8
CKNX-TV, Wingham	150	2.5
Non-connected:		
CKX-TV, Brandon	-	-
CHCT-TV, Calgary	300	5.0
CFRN-TV, Edmonton	448	7.5
CJLH-TV, Lethbridge	-	-
CKCW-TV, Moncton	450	7.5
CKGN-TV, North Bay	-	-
CFPA-TV, Port Arthur	-	-
CKCK-TV, Regina	300	5.0
CHSJ-TV, Saint John	600	10.0
CFQC-TV, Saskatoon	417	7.0
CJIC-TV, Sault Ste. Marie	210	3.5
CJON-TV, St. Johns	-	-
CKSO-TV, Sudbury	465	7.8
CJCB-TV, Sydney	-	-
TOTAL PRIVATE ENGLISH	8,280	138.0
<b>Private Stations (French)</b>		
Interconnected:		
CFCM-TV, Quebec	445	7.4
Non-connected:		
CKRS-TV, Jonquiere	-	-
CJBR-TV, Rimouski	120	2.0
TOTAL PRIVATE FRENCH	565	9.4
<b>TOTALS:</b>		
CBC Stations	2,439	40.7
Private Stations	8,845	147.4
English Stations	10,659	177.7
French Stations	625	10.4
All Stations	11,284	188.1
<b>Two U. S. Border Stations</b>		
WBEN-TV, Buffalo	2,580	43.0
WXYZ-TV, Detroit	2,550	42.5
TOTAL U. S. BORDER STATIONS	5,130	85.5

Table VI-2. Television Programme Time by Class of Programme:  
Daytime Hours\* on CBC Stations (English and French),  
January 15-21, 1956

Class of Programme	CBC Stations			
	English		French	
	Minutes	Percent	Minutes	Percent
1. News and Weather	42	1.8	--	--
2. Nature and Science	--	--	--	--
3. Foreign Lands and Peoples	360	15.1	--	--
4. Political & Other Public Aff.	--	--	--	--
5. Social & Human Relations	--	--	--	--
6. Misc. Information	--	--	--	--
7. Canadian Activities & Heritage	60	2.5	--	--
8. "Feedback" Programmes	--	--	--	--
9. Religion	--	--	--	--
10. Fine Arts, Literature, etc.	180	7.6	--	--
11. Dance	--	--	--	--
12. Agriculture, Fisheries, etc.	--	--	--	--
13. Family Living & Shopping	360	15.1	60	100.0
13a. Family Living	360	15.1	60	100.0
13b. Merchandising	--	--	--	--
14. Music Programmes	--	--	--	--
14a. Serious	--	--	--	--
14b. Light	--	--	--	--
14c. Popular	--	--	--	--
14d. Folk, Western, Old-time, etc.	--	--	--	--
15. Drama Programmes	1,227	51.6	--	--
15a. Serious	--	--	--	--
15b. Domestic	63	2.6	--	--
15c. Comedy	358	15.0	--	--
15d. Crime, Western, Action, etc.	474	19.9	--	--
15e. Romantic	153	6.5	--	--
15f. Musical Comedy	--	--	--	--
15g. Other	179	7.6	--	--
16. Variety	--	--	--	--
17. Personalities	--	--	--	--
18. Quiz, Games and Contests	--	--	--	--
19. Sports Programmes	--	--	--	--
19a. Sports News & Interviews	--	--	--	--
19b. Sports Events	--	--	--	--
20. Children's Programmes	150	6.3	--	--
20a. Youth Educational Progs.	--	--	--	--
20b-f. Children's Drama	150	6.3	--	--
20b. Crime, Western, etc.	--	--	--	--
20c. Comedy	150	6.3	--	--
20d. Fairy Tales	--	--	--	--
20e. Serious	--	--	--	--
20f. Other	--	--	--	--
20g. Children's Variety	--	--	--	--
20h. Quiz, Games & Contests	--	--	--	--
20i. Other Children's Progs.	--	--	--	--
21. Programme Promotion	--	--	--	--
TOTALS	2,379	100.0	60	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-3-A. Television Programme Time by Class of Programme:  
Daytime Hours\* on Private Stations  
(English and French), January 15-21, 1956

Class of Programme	Private Stations			
	English		French	
	Minutes	Percent	Minutes	Percent
1. News and Weather	322	3.9	-	-
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	56	0.7	-	-
4. Political & Other Public Aff.	-	-	-	-
5. Social & Human Relations	30	0.4	-	-
6. Misc. Information	30	0.4	-	-
7. Canadian Activities & Heritage	313	3.8	-	-
8. "Feedback" Programmes	-	-	-	-
9. Religion	35	0.4	-	-
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	15	0.2	-	-
13. Family Living & Shopping	2,506	30.3	295	52.2
13a. Family Living	2,388	28.8	295	52.2
13b. Merchandising	118	1.5	-	-
14. Music Programmes	294	3.6	-	-
14a. Serious	-	-	-	-
14b. Light	120	1.4	-	-
14c. Popular and Dance	144	1.8	-	-
14d. Folk, Western, Old, etc.	30	0.4	-	-
15. Drama Programmes	3,899	47.1	270	47.8
15a. Serious	-	-	-	-
15b. Domestic	1,084	13.1	-	-
15c. Comedy	585	7.1	99	17.5
15d. Crime, Western, etc.	2,230	26.9	-	-
15e. Romantic	-	-	95	16.8
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	76	13.5
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games and Contests	176	2.1	-	-
19. Sports Programmes	60	0.7	-	-
19a. Sports News & Interviews	-	-	-	-
19b. Sports Events	60	0.7	-	-
20. Children's Programmes	443	5.4	-	-
20a. Youth Educational Progs.	60	0.7	-	-
20b-f. Children's Drama	213	2.6	-	-
20b. Crime, Western, etc.	150	1.8	-	-
20c. Comedy	29	0.4	-	-
20d. Fairy Tales	19	0.2	-	-
20e. Serious	-	-	-	-
20f. Other	15	0.2	-	-
20g. Children's Variety	165	2.0	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	5	0.1	-	-
21. Programme Promotion	101	1.0	-	-
TOTALS	8,280	100.0	565	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-3-B. Television Programme Time by Class of Programme:  
Daytime Hours\* on All Stations (CBC and Private),  
January 15-21, 1956

Class of Programme	All Stations			
	CBC Stations		Private Stations	
	Minutes	Percent	Minutes	Percent
1. News and Weather	42	1.7	322	3.6
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	360	14.8	56	0.6
4. Political & Other Public Aff.	-	-	-	-
5. Social & Human Relations	-	-	30	0.3
6. Misc. Information	-	-	30	0.3
7. Canadian Activities & Heritage	60	2.5	313	3.5
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	-	35	0.4
10. Fine Arts, Literature, etc.	180	7.4	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	-	15	0.2
13. Family Living & Shopping	420	17.2	2,801	31.7
13a. Family Living	420	17.2	2,683	30.3
13b. Merchandising	-	-	118	1.4
14. Music Programmes	-	-	294	3.3
14a. Serious	-	-	-	-
14b. Light	-	-	120	1.4
14c. Popular and Dance	-	-	144	1.6
14d. Folk, Western, Old, etc.	-	-	30	0.3
15. Drama Programmes	1,227	50.3	4,169	47.1
15a. Serious	-	-	-	-
15b. Domestic	63	2.6	1,084	12.3
15c. Comedy	358	14.7	684	7.7
15d. Crime, Western, etc.	474	19.4	2,230	25.2
15e. Romantic	153	6.3	95	1.1
15f. Musical Comedy	-	-	-	-
15g. Other	179	7.3	76	0.8
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games and Contests	-	-	176	2.0
19. Sports Programmes	-	-	60	0.7
19a. Sports News & Interviews	-	-	-	-
19b. Sports Events	-	-	60	0.7
20. Children's Programmes	150	6.1	443	5.0
20a. Youth Educational Progs.	-	-	60	0.7
20b-f. Children's Drama	150	6.1	213	2.4
20b. Crime, Western, etc.	-	-	150	1.7
20c. Comedy	150	6.1	29	0.3
20d. Fairy Tales	-	-	19	0.2
20e. Serious	-	-	-	-
20f. Other	-	-	15	0.2
20g. Children's Variety	-	-	165	1.8
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	5	0.1
21. Programme Promotion	-	-	101	1.3
TOTALS	2,439	100.0	8,845	100.0

\* Monday - Friday, sign-on to 4:30 p.m.



Table VI-4-A. Television Programme Time by Class of Programme:  
Daytime Hours\* on All Stations (English and French),  
January 15-21, 1956

Class of Programme	All Stations			
	English		French	
	Minutes	Percent	Minutes	Percent
1. News and Weather	364	3.4	-	-
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	416	3.9	-	-
4. Political & Other Public Aff.	-	-	-	-
5. Social & Human Relations	30	.3	-	-
6. Misc. Information	30	.3	-	-
7. Canadian Activities & Heritage	373	3.5	-	-
8. "Feedback" Programmes	-	-	-	-
9. Religion	35	.3	-	-
10. Fine Arts, Literature, etc.	180	1.7	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	15	.1	-	-
13. Family Living & Shopping	2,866	26.9	355	56.8
13a. Family Living	2,748	25.8	355	56.8
13b. Merchandising	118	1.1	-	-
14. Music Programmes	294	2.7	-	-
14a. Serious	-	-	-	-
14b. Light	120	1.1	-	-
14c. Popular and Dance	144	1.3	-	-
14d. Folk, Western, Old, etc.	30	.3	-	-
15. Drama Programmes	5,126	48.1	270	43.2
15a. Serious	-	-	-	-
15b. Domestic	1,147	.8	-	-
15c. Comedy	943	.8	99	15.8
15d. Crime, Western, etc.	2,704	25.4	-	-
15e. Romantic	153	1.4	95	15.2
15f. Musical Comedy	-	-	-	-
15g. Other	179	1.7	76	12.2
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games and Contests	176	1.7	-	-
19. Sports Programmes	60	.6	-	-
19a. Sports News & Interviews	-	-	-	-
19b. Sports Events	60	.6	-	-
20. Children's Programmes	593	5.6	-	-
20a. Youth Educational Progs.	60	.6	-	-
20b-f. Children's Drama	363	3.4	-	-
20b. Crime, Western, etc.	150	1.4	-	-
20c. Comedy	179	1.7	-	-
20d. Fairy Tales	19	.2	-	-
20e. Serious	-	-	-	-
20f. Other	15	.1	-	-
20g. Children's Variety	165	1.5	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	5	#	-	-
21. Programme Promotion	101	.9	-	-
TOTALS	10,659	100.0	625	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

# Less than .05 percent.

Table VI-4-B. Television Programme Time by Class of Programme:  
Daytime Hours\* on All Stations and Two U. S. Border Stations,  
January 15-21, 1956.

Class of Programme	All Canadian TV Stations		Two U. S. Border Stations	
	Minutes	Percent	Minutes	Percent
1. News and Weather	364	3.2	305	5.6
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	416	3.7	-	-
4. Political & Other Public Aff.	-	-	-	-
5. Social & Human Relations	30	.3	-	-
6. Misc. Information	30	.3	-	-
7. Canadian Activities & Heritage	373	3.3	-	-
8. "Feedback" Programmes	-	-	-	-
9. Religion	35	.3	-	-
10. Fine Arts, Literature, etc.	180	1.6	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	15	.1	-	-
13. Family Living & Shopping	3,221	28.5	495	9.2
13a. Family Living	3,103	27.5	420	7.8
13b. Merchandising	118	1.0	75	1.4
14. Music Programmes	294	2.6	30	0.6
14a. Serious	-	-	-	-
14b. Light	120	1.0	30	0.6
14c. Popular and Dance	144	1.3	-	-
14d. Folk, Western, Old, etc.	30	.3	-	-
15. Drama Programmes	5,396	47.8	2,290	42.4
15a. Serious	-	-	180	3.3
15b. Domestic	1,147	10.2	450	8.3
15c. Comedy	1,042	9.2	880	16.3
15d. Crime, Western, etc.	2,704	23.9	415	7.7
15e. Romantic	248	2.2	130	2.4
15f. Musical Comedy	-	-	85	1.6
15g. Other	255	2.3	150	2.8
16. Variety	-	-	750	13.9
17. Personalities	-	-	240	4.4
18. Quiz, Games and Contests	176	1.6	270	5.0
19. Sports Programmes	60	.5	-	-
19a. Sports News & Interviews	-	-	-	-
19b. Sports Events	60	.5	-	-
20. Children's Programmes	593	5.3	1,020	18.9
20a. Youth Educational Progs.	60	.5	-	-
20b-f. Children's Drama	363	3.2	445	8.2
20b. Crime, Western, etc.	150	1.3	30	0.5
20c. Comedy	179	1.6	415	7.7
20d. Fairy Tales	19	.2	-	-
20e. Serious	-	-	-	-
20f. Other	15	.1	-	-
20g. Children's Variety	165	1.5	300	5.6
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	5	#	275	5.1
21. Programme Promotion	101	.9	-	-
TOTALS	11,284	100.0	5,400	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

# Less than .05 percent.

Table VI-5. Television Programme Time by Nationality of Source:  
Daytime Hours\* by Class of Station,  
January 15-21, 1956

Class of Station	Canadian	United States		Total
		Other	(in minutes)	
CBC Stations (English)	1,002	1,377	-	2,379
CBC Stations (French)	60	-	-	60
Total CBC Stations	1,062	1,377	-	2,439
Private Stations (English)	3,835	4,357	88	8,280
Private Stations (French)	295	76	194	565
Total Private Stations	4,130	4,433	282	8,845
All Stations (English)	4,837	5,734	88	10,659
All Stations (French)	355	76	194	625
Total All Stations	5,192	5,810	282	11,284
Two U. S. Border Stations	-	5,070	330	5,400
		(in percent)		
CBC Stations (English)	42.1	57.9	-	100.0
CBC Stations (French)	100.0	-	-	100.0
Total CBC Stations	43.5	56.5	-	100.0
Private Stations (English)	46.3	52.6	1.1	100.0
Private Stations (French)	52.2	13.5	34.3	100.0
Total Private Stations	46.7	50.1	3.2	100.0
All Stations (English)	45.4	53.8	0.8	100.0
All Stations (French)	56.8	12.2	31.0	100.0
Total All Stations	46.0	51.5	2.5	100.0
Two U. S. Border Stations	-	93.9	6.1	100.0

\* Monday - Friday, Sign-on to 4:30 p.m.

Table VI-6. Television Programme Time by Origin Within Canada:  
Daytime Hours\* by Class of Station,  
January 15-21, 1956

Class of Station	Local	Local	Network	Total
	Live	Recorded		
	(in minutes)			
CBC Stations (English)	42	1,377	960	2,379
CBC Stations (French)	-	-	60	60
Total CBC Stations	42	1,377	1,020	2,439
Private Stations (English)	3,485	4,516	279	8,280
Private Stations (French)	295	270	-	565
Total Private Stations	3,780	4,786	279	8,845
All Stations (English)	3,527	5,893	1,239	10,659
All Stations (French)	295	270	60	625
Total All Stations	3,822	6,163	1,299	11,284
Two U. S. Border Stations	1,040	1,895	2,465	5,400
	(in percent)			
CBC Stations (English)	1.8	57.9	40.3	100.0
CBC Stations (French)	-	-	100.0	100.0
Total CBC Stations	1.7	56.5	41.8	100.0
Private Stations (English)	42.1	54.5	3.4	100.0
Private Stations (French)	52.2	47.8	-	100.0
Total Private Stations	42.7	54.1	3.2	100.0
All Stations (English)	33.1	55.3	11.6	100.0
All Stations (French)	47.2	43.2	9.6	100.0
Total All Stations	33.9	54.6	11.5	100.0
Two U. S. Border Stations	19.3	35.1	45.6	100.0

\* Monday - Friday, sign-on to 4:30 p.m.



Table VI-7-A. Television Programme Time by Class of Station,  
Daytime Hours\*: Composition by Country of Source of  
Local Live, Recorded Local and Network Programmes

Origin Within Canada and Class of Station	Nationality of Source							
	Canadian		United States		Other		Total	
	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent
<b>Local Live</b>								
CBC - English	42	100.0	-	-	-	-	42	100.0
CBC - French	-	-	-	-	-	-	-	-
CBC - Total	42	100.0	-	-	-	-	42	100.0
Private - English	3,485	100.0	-	-	-	-	3,485	100.0
Private - French	295	100.0	-	-	-	-	295	100.0
Private - Total	3,780	100.0	-	-	-	-	3,780	100.0
All - English	3,527	100.0	-	-	-	-	3,527	100.0
All - French	295	100.0	-	-	-	-	295	100.0
All - Total	3,822	100.0	-	-	-	-	3,822	100.0
Two U. S. Border Stations	-	-	1,040	100.0	-	-	1,040	100.0
<b>Recorded Local</b>								
CBC - English	-	-	1,377	100.0	-	-	1,377	100.0
CBC - French	-	-	-	-	-	-	-	-
CBC - Total	-	-	1,377	100.0	-	-	1,377	100.0
Private - English	101	2.2	4,327	95.8	88	2.0	4,516	100.0
Private - French	-	-	76	28.1	194	71.9	270	100.0
Private - Total	101	2.1	4,403	92.0	282	5.9	4,786	100.0
All - English	101	1.7	5,704	96.8	88	1.5	5,893	100.0
All - French	-	-	76	28.1	194	71.9	270	100.0
All - Total	101	1.6	5,780	93.8	282	4.6	6,163	100.0
Two U. S. Border Stations	-	-	1,895	100.0	-	-	1,895	100.0
<b>Network</b>								
CBC - English	960	100.0	-	-	-	-	960	100.0
CBC - French	60	100.0	-	-	-	-	60	100.0
CBC - Total	1,020	100.0	-	-	-	-	1,020	100.0
Private - English	249	89.2	30	10.8	-	-	279	100.0
Private - French	-	-	-	-	-	-	-	-
Private - Total	249	89.2	30	10.8	-	-	279	100.0
All - English	1,209	97.6	30	2.4	-	-	1,239	100.0
All - French	60	100.0	-	-	-	-	60	100.0
All - Total	1,269	97.7	30	2.3	-	-	1,299	100.0
Two U. S. Border Stations	-	-	2,135	86.6	330	13.4	2,465	100.0
<b>Total</b>								
CBC - English	1,002	42.1	1,377	57.9	-	-	2,379	100.0
CBC - French	60	100.0	-	-	-	-	60	100.0
CBC - Total	1,062	43.5	1,377	56.5	-	-	2,439	100.0
Private - English	3,835	46.3	4,357	52.6	88	1.1	8,280	100.0
Private - French	295	52.2	76	13.4	194	34.4	565	100.0
Private - Total	4,130	46.7	4,433	50.1	282	3.2	8,845	100.0
All - English	4,837	45.4	5,734	53.8	88	.8	10,659	100.0
All - French	355	56.8	76	12.2	194	31.0	625	100.0
All - Total	5,192	46.0	5,810	51.5	282	2.5	11,284	100.0
Two U. S. Border Stations	-	-	5,070	93.9	330	6.1	5,400	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-7-B. Television Programme Time, by Class of Station,  
Daytime Hours\*: Composition by Origin Within Canada of  
Canadian, United States and Other Programmes

Origin Within Canada and Class of Station	Nationality of Source							
	Canadian		United States		Other		Total	
	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent
<b>Local Live</b>								
CBC - English	42	4.2	-	-	-	-	42	1.8
CBC - French	-	-	-	-	-	-	-	-
CBC - Total	42	4.0	-	-	-	-	42	1.7
Private - English	3,485	90.9	-	-	-	-	3,485	46.4
Private - French	295	100.0	-	-	-	-	295	52.2
Private - Total	3,780	91.6	-	-	-	-	3,780	42.7
All - English	3,527	72.9	-	-	-	-	3,527	33.1
All - French	295	83.1	-	-	-	-	295	47.2
All - Total	3,822	73.6	-	-	-	-	3,822	33.9
Two U. S.								
Border Stations	-	-	1,040	20.5	-	-	1,040	19.3
<b>Recorded Local</b>								
CBC - English	-	-	1,377	100.0	-	-	1,377	57.9
CBC - French	-	-	-	-	-	-	-	-
CBC - Total	-	-	1,377	100.0	-	-	1,377	56.5
Private - English	101	2.6	4,327	99.3	88	100.0	4,516	54.5
Private - French	-	-	76	100.0	194	100.0	270	47.8
Private - Total	101	2.4	4,403	99.3	282	100.0	4,786	54.1
All - English	101	2.1	5,704	99.5	88	100.0	5,893	55.3
All - French	-	-	76	100.0	194	100.0	270	43.2
All - Total	101	1.9	5,780	99.5	282	100.0	6,163	54.6
Two U. S.								
Border Stations	-	-	1,895	37.4	-	-	1,895	35.1
<b>Network</b>								
CBC - English	960	95.8	-	-	-	-	960	40.4
CBC - French	60	100.0	-	-	-	-	60	100.0
CBC - Total	1,020	96.0	-	-	-	-	1,020	41.8
Private - English	249	6.5	30	.7	-	-	279	3.4
Private - French	-	-	-	-	-	-	-	-
Private - Total	249	6.0	30	.7	-	-	279	3.2
All - English	1,209	25.0	30	.5	-	-	1,239	11.6
All - French	60	16.9	-	-	-	-	60	9.6
All - Total	1,269	24.5	30	.5	-	-	1,299	11.5
Two U. S.								
Border Stations	-	-	2,135	42.1	330	100.0	2,465	45.6
<b>Total</b>								
CBC - English	1,002	100.0	1,377	100.0	-	100.0	2,379	100.0
CBC - French	60	100.0	-	-	-	-	60	100.0
CBC - Total	1,062	100.0	1,377	100.0	-	100.0	2,439	100.0
Private - English	3,835	100.0	4,357	100.0	88	100.0	8,280	100.0
Private - French	295	100.0	76	100.0	194	100.0	565	100.0
Private - Total	4,130	100.0	4,433	100.0	282	100.0	8,845	100.0
All - English	4,837	100.0	5,734	100.0	88	100.0	10,659	100.0
All - French	355	100.0	76	100.0	194	100.0	625	100.0
All - Total	5,192	100.0	5,810	100.0	282	100.0	11,284	100.0
Two U. S.								
Border Stations	-	-	5,070	100.0	330	100.0	5,400	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-8-A. Television Programme Time, Commercial and Sustaining;  
and Time Devoted to Advertising: Daytime Hours\*  
by Class of Station, January 15-21, 1956

	Com- mercial	Sus- taining	Total	Advertising Time
	(in minutes)			
CBC Stations (English)	360	2,019	2,379	19
CBC Stations (French)	-	60	60	-
Total CBC Stations	360	2,079	2,439	19
Private Stations (English)	5,501	2,779	8,280	598
Private Stations (French)	185	380	565	37
Total Private Stations	5,686	3,159	8,845	636
All Stations (English)	5,861	4,798	10,659	618
All Stations (French)	185	440	625	37
Total All Stations	6,046	5,238	11,284	655
	(in percent)			
CBC Stations (English)	15.1	84.9	100.0	0.8
CBC Stations (French)	-	100.0	100.0	-
Total CBC Stations	14.8	85.2	100.0	0.8
Private Stations (English)	66.4	33.6	100.0	7.2
Private Stations (French)	32.7	67.3	100.0	6.6
Total Private Stations	64.3	35.7	100.0	7.2
All Stations (English)	55.0	45.0	100.0	5.8
All Stations (French)	29.6	70.4	100.0	6.0
Total All Stations	53.6	46.4	100.0	5.8

\* Monday - Friday, Sign-on to 4:30 p.m.

Table VI-8-B. Television Programme Time: Percent in Commercial and Sustaining Programmes and Percent Devoted to Advertising: Daytime Hours on the Individual Stations

Stations by Class of Station	Com- mercial	Sus- taining	Total	Percent of Time Devoted to Advertising
CBC Stations (English)	15.1	84.9	100.0	0.8
Interconnected:	-	100.0	100.0	0.3
CBMT, Montreal	-	100.0	100.0	0.7
CBOT, Ottawa	-	100.0	100.0	-
CBLT, Toronto	-	100.0	100.0	0.2
Non-connected:	27.0	73.0	100.0	1.2
CBHT, Halifax	-	100.0	100.0	-
CBUT, Vancouver	-	100.0	100.0	1.5
CBWT, Winnipeg	57.6	42.4	100.0	1.4
CBC Stations (French)	-	100.0	100.0	-
CBFT, Montreal	-	100.0	100.0	-
CBOFT, Ottawa	-	100.0	100.0	-
Private Stations (English)	66.4	33.6	100.0	7.2
Interconnected:	71.4	28.6	100.0	8.2
CKVR-TV, Barrie	-	100.0	100.0	-
CHCH-TV, Hamilton	71.5	28.5	100.0	1.0
CKWS-TV, Kingston	100.0	-	100.0	12.1
CKCO-TV, Kitchener	49.1	50.9	100.0	5.9
CFPL-TV, London	49.1	50.9	100.0	4.9
CHEX-TV, Peterborough	56.7	43.3	100.0	6.2
CKLW-TV, Windsor	90.0	10.0	100.0	13.8
CKNX-TV, Wingham	20.0	80.0	100.0	2.8
Non-connected:	58.4	41.6	100.0	5.7
CKX-TV, Brandon	-	-	-	-
CHCT-TV, Calgary	40.7	59.3	100.0	9.1
CFRN-TV, Edmonton	60.3	39.7	100.0	5.1
CJLH-TV, Lethbridge	-	-	-	-
CKCW-TV, Moncton	46.7	53.3	100.0	7.2
CKGN-TV, North Bay	-	-	-	-
CFPA-TV, Port Arthur	-	-	-	-
CKCK-TV, Regina	75.0	25.0	100.0	2.4
CHSJ-TV, Saint John	64.0	36.0	100.0	1.9
CFQC-TV, Saskatoon	81.1	18.9	100.0	12.5
CJIC-TV, Sault Ste. Marie	42.9	57.1	100.0	2.4
CJON-TV, St. Johns	-	-	-	-
CKSO-TV, Sudbury	48.4	51.6	100.0	4.8
CJCB-TV, Sydney	-	-	-	-
Private Stations (French)	32.7	67.3	100.0	6.6
Interconnected:	21.3	78.7	100.0	6.8
CFCM-TV, Quebec	21.3	78.7	100.0	6.8
Non-connected:	75.0	25.0	100.0	5.8
CKRS-TV, Jonquiere	-	-	-	-
CJBR-TV, Rimouski	75.0	25.0	100.0	5.8
TOTALS:				
CBC Stations	14.8	85.2	100.0	0.8
Private Stations	64.3	35.7	100.0	7.2
English Stations	55.0	45.0	100.0	5.8
French Stations	29.6	70.4	100.0	6.0
Interconnected Stations	56.2	43.8	100.0	6.8
Non-connected Stations	49.8	50.2	100.0	4.4
All Stations	53.6	46.4	100.0	5.8



Table VI-9: Television Programme Time by Class of Programme and Nationality of Source: Daytime Hours\* on CBC Stations (English and French), January 15-21, 1956 (in minutes)

Class of Programme	CBC Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	42	-	-	42	--	--	-	--
2. Nature & Science	-	-	-	-	--	--	-	--
3. Foreign Lands	360	-	-	360	--	--	-	--
4. Pol. & Pub. Aff.	-	-	-	-	--	--	-	--
5. Soc. & Human Rel.	-	-	-	-	--	--	-	--
6. Misc. Information	-	-	-	-	--	--	-	--
7. Canadian Activ.	60	-	-	60	--	--	-	--
8. "Feedback" Progs.	-	-	-	-	--	--	-	--
9. Religion	-	-	-	-	--	--	-	--
10. Fine Arts, etc.	180	-	-	180	--	--	-	--
11. Dance	-	-	-	-	--	--	-	--
12. Agriculture, etc.	-	-	-	-	--	--	-	--
13. Fam. Living, etc.	360	-	-	360	60	--	-	60
13a. Family Living	360	-	-	360	60	--	-	60
13b. Merchandising	-	-	-	-	--	--	-	--
14. Music Programmes	-	-	-	-	--	--	-	--
14a. Serious	-	-	-	-	--	--	-	--
14b. Light	-	-	-	-	--	--	-	--
14c. Popular	-	-	-	-	--	--	-	--
14d. Folk, etc.	-	-	-	-	--	--	-	--
15. Drama Programmes	-	1,227	-	1,227	--	--	-	--
15a. Serious	-	-	-	-	--	--	-	--
15b. Domestic	-	63	-	63	--	--	-	--
15c. Comedy	-	358	-	358	--	--	-	--
15d. Crime, etc.	-	474	-	474	--	--	-	--
15e. Romantic	-	153	-	153	--	--	-	--
15f. Musical Com.	-	-	-	-	--	--	-	--
15g. Other	-	179	-	179	--	--	-	--
16. Variety	-	-	-	-	--	--	-	--
17. Personalities	-	-	-	-	--	--	-	--
18. Quiz, Games, etc.	-	-	-	-	--	--	-	--
19. Sports Programmes	-	-	-	-	--	--	-	--
19a. News	-	-	-	-	--	--	-	--
19b. Events	-	-	-	-	--	--	-	--
20. Children's Progs.	-	150	-	150	--	--	-	--
20a. Youth Educ.	-	-	-	-	--	--	-	--
20b-f. Drama	-	150	-	150	--	--	-	--
20b. Crime, etc.	-	-	-	-	--	--	-	--
20c. Comedy	-	150	-	150	--	--	-	--
20d. Fairy Tales	-	-	-	-	--	--	-	--
20e. Serious	-	-	-	-	--	--	-	--
20f. Other	-	-	-	-	--	--	-	--
20g. Variety	-	-	-	-	--	--	-	--
20h. Quiz, etc.	-	-	-	-	--	--	-	--
20i. Other	-	-	-	-	--	--	-	--
21. Prog. Promotion	-	-	-	-	--	--	-	--
TOTALS	1,002	1,377	-	2,379	60	--	-	60

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-10. Television Programme Time by Class of Programme and Nationality of Source: Daytime Hours\* on Private Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	Private Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	322	-	-	322	-	-	-	-
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	43	13	-	56	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	30	-	-	30	-	-	-	-
6. Misc. Information	30	-	-	30	-	-	-	-
7. Canadian Activ.	313	-	-	313	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	35	-	-	35	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	15	-	-	15	-	-	-	-
13. Fam. Living, etc.	2,431	75	-	2,506	295	-	-	295
13a. Family Living	2,388	-	-	2,388	295	-	-	295
13b. Merchandising	43	75	-	118	-	-	-	-
14. Music Programmes	30	264	-	294	-	-	-	-
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	120	-	120	-	-	-	-
14c. Popular	-	144	-	144	-	-	-	-
14d. Folk, etc.	30	-	-	30	-	-	-	-
15. Drama Programmes	-	3,811	88	3,899	-	76	194	270
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	1,084	-	1,084	-	-	-	-
15c. Comedy	-	585	-	585	-	-	99	99
15d. Crime, etc.	-	2,142	88	2,230	-	-	-	-
15e. Romantic	-	-	-	-	-	-	95	95
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	76	-	76
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	176	-	-	176	-	-	-	-
19. Sports Progs.	60	-	-	60	-	-	-	-
19a. News	-	-	-	-	-	-	-	-
19b. Events	60	-	-	60	-	-	-	-
20. Children's Progs.	249	194	-	443	-	-	-	-
20a. Youth Educ.	30	30	-	60	-	-	-	-
20b-f. Drama	49	164	-	213	-	-	-	-
20b. Crime, etc.	-	150	-	150	-	-	-	-
20c. Comedy	15	14	-	29	-	-	-	-
20d. Fairy Tales	19	-	-	19	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	15	-	-	15	-	-	-	-
20g. Variety	165	-	-	165	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	5	-	-	5	-	-	-	-
21. Prog. Promo.	101	-	-	101	-	-	-	-
TOTALS	3,835	4,357	88	8,280	295	76	194	565

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-11. Television Programme Time by Class of Programme and Nationality of Source: Daytime Hours\* on All Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	All Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	364	-	-	364	-	-	-	-
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	403	13	-	416	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	30	-	-	30	-	-	-	-
6. Misc. Information	30	-	-	30	-	-	-	-
7. Canadian Activ.	373	-	-	373	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	35	-	-	35	-	-	-	-
10. Fine Arts, etc.	180	-	-	180	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	15	-	-	15	-	-	-	-
13. Fam. Living, etc.	2,791	75	-	2,866	355	-	-	355
13a. Family Living	2,748	-	-	2,748	355	-	-	355
13b. Merchandising	43	75	-	118	-	-	-	-
14. Music Programmes	30	264	-	294	-	-	-	-
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	120	-	120	-	-	-	-
14c. Popular	-	144	-	144	-	-	-	-
14d. Folk, etc.	30	-	-	30	-	-	-	-
15. Drama Programmes	-	5,038	88	5,126	-	76	194	270
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	1,147	-	1,147	-	-	-	-
15c. Comedy	-	943	-	943	-	-	99	99
15d. Crime, etc.	-	2,616	88	2,704	-	-	-	-
15e. Romantic	-	153	-	153	-	-	95	95
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	179	-	179	-	76	-	76
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	176	-	-	176	-	-	-	-
19. Sports Progs.	60	-	-	60	-	-	-	-
19a. News	-	-	-	-	-	-	-	-
19b. Events	60	-	-	60	-	-	-	-
20. Children's Progs.	249	344	-	593	-	-	-	-
20a. Youth Educ.	30	30	-	60	-	-	-	-
20b-f. Drama	49	314	-	363	-	-	-	-
20b. Crime, etc.	-	150	-	150	-	-	-	-
20c. Comedy	15	164	-	179	-	-	-	-
20d. Fairy Tales	19	-	-	19	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	15	-	-	15	-	-	-	-
20g. Variety	165	-	-	165	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	5	-	-	5	-	-	-	-
21. Prog. Promo.	101	-	-	101	-	-	-	-
TOTALS	4,837	5,734	88	10,659	355	76	194	625

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-12. Television Programme Time by Class of Programme and Nationality of Source: Daytime Hours\* on All Stations (CBC and Private), January 15-21, 1956. (in minutes)

Class of Programme	All Stations							
	CBC Stations				Private Stations			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	42	-	-	42	322	-	-	322
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	360	-	-	360	43	13	-	56
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-	30	-	-	30
6. Misc. Information	-	-	-	-	30	-	-	30
7. Canadian Activ.	60	-	-	60	313	-	-	313
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	-	-	35	-	-	35
10. Fine Arts, etc.	180	-	-	180	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	15	-	-	15
13. Fam. Living, etc.	420	-	-	420	2,726	75	-	2,801
13a. Family Living	420	-	-	420	2,683	-	-	2,683
13b. Merchandising	-	-	-	-	43	75	-	118
14. Music Programmes	-	-	-	-	30	264	-	294
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	-	-	-	-	120	-	120
14c. Popular	-	-	-	-	-	144	-	144
14d. Folk, etc.	-	-	-	-	30	-	-	30
15. Drama Programmes	-	1,227	-	1,227	-	3,887	282	4,169
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	63	-	63	-	1,084	-	1,084
15c. Comedy	-	358	-	358	-	585	99	684
15d. Crime, etc.	-	474	-	474	-	2,142	88	2,230
15e. Romantic	-	153	-	153	-	-	95	95
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	179	-	179	-	76	-	76
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-	176	-	-	176
19. Sports Progs.	-	-	-	-	60	-	-	60
19a. News	-	-	-	-	-	-	-	-
19b. Events	-	-	-	-	60	-	-	60
20. Children's Progs.	-	150	-	150	249	194	-	443
20a. Youth Educ.	-	-	-	-	30	30	-	60
20b-f. Drama	-	150	-	150	49	164	-	213
20b. Crime, etc.	-	-	-	-	-	150	-	150
20c. Comedy	-	150	-	150	15	14	-	29
20d. Fairy Tales	-	-	-	-	19	-	-	19
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	15	-	-	15
20g. Variety	-	-	-	-	165	-	-	165
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	5	-	-	5
21. Prog. Promo.	-	-	-	-	101	-	-	101
TOTALS	1,062	1,377	-	2,439	4,130	4,433	282	8,845

\* Monday - Friday, sign-on to 4:30 p.m.



Table VI-13. Television Programme Time by Class of Programme and Nationality of Source: Daytime Hours\* on All Stations and Two U. S. Border Stations, January 15-21, 1956.  
(in minutes)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	364	-	-	364	-	305	-	305
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	403	13	-	416	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	30	-	-	30	-	-	-	-
6. Misc. Information	30	-	-	30	-	-	-	-
7. Canadian Activ.	373	-	-	373	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	35	-	-	35	-	-	-	-
10. Fine Arts, etc.	180	-	-	180	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	15	-	-	15	-	-	-	-
13. Fam. Living, etc.	3,146	75	-	3,221	-	495	-	495
13a. Family Living	3,103	-	-	3,103	-	420	-	420
13b. Merchandising	43	75	-	118	-	75	-	75
14. Music Programmes	30	264	-	294	-	30	-	30
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	120	-	120	-	30	-	30
14c. Popular	-	144	-	144	-	-	-	-
14d. Folk, etc.	30	-	-	30	-	-	-	-
15. Drama Programmes	-	5,114	282	5,396	-	1,960	330	2,290
15a. Serious	-	-	-	-	-	90	90	180
15b. Domestic	-	1,147	-	1,147	-	450	-	450
15c. Comedy	-	943	99	1,042	-	730	150	880
15d. Crime, etc.	-	2,616	88	2,704	-	325	90	415
15e. Romantic	-	153	95	248	-	130	-	130
15f. Musical Com.	-	-	-	-	-	85	-	85
15g. Other	-	255	-	255	-	150	-	150
16. Variety	-	-	-	-	-	750	-	750
17. Personalities	-	-	-	-	-	240	-	240
18. Quiz, Games, etc.	176	-	-	176	-	270	-	270
19. Sports Progs.	60	-	-	60	-	-	-	-
19a. News	-	-	-	-	-	-	-	-
19b. Events	60	-	-	60	-	-	-	-
20. Children's Progs.	249	344	-	593	-	1,020	-	1,020
20a. Youth Educ.	30	30	-	60	-	-	-	-
20b-f. Drama	49	314	-	363	-	445	-	445
20b. Crime, etc.	-	150	-	150	-	30	-	30
20c. Comedy	15	164	-	179	-	415	-	415
20d. Fairy Tales	19	-	-	19	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	15	-	-	15	-	-	-	-
20g. Variety	165	-	-	165	-	300	-	300
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	5	-	-	5	-	275	-	275
21. Prog. Promo.	101	-	-	101	-	-	-	-
TOTALS	5,192	5,810	282	11,284	-	5,070	330	5,400

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-13-A-1. Television Programme Time in Programmes Produced in Canada by Percentage in Classes of Programme by Class of Station: Daytime\* January 15-21, 1956.

Class of Programme	CBC- English	CBC- French	CBC- Total	Private English	Private- French
1. News & Weather	4.2	-	4.0	8.3	-
2. Nature & Science	-	-	-	-	-
3. Foreign Lands	35.9	-	33.9	1.1	-
4. Pol. & Pub. Aff.	-	-	-	-	-
5. Soc. & Human Rel.	-	-	-	.8	-
6. Misc. Information	-	-	-	.8	-
7. Canadian Activ.	6.0	-	5.7	8.2	-
8. "Feedback" Progs.	-	-	-	-	-
9. Religion	-	-	-	.9	-
10. Fine Arts, etc.	18.0	-	16.9	-	-
11. Dance	-	-	-	-	-
12. Agriculture, etc.	-	-	-	.4	-
13. Fam. Living, etc.	35.9	100.0	39.5	63.4	100.0
13a. Family Living	35.9	100.0	39.5	62.3	100.0
13b. Merchandising	-	-	-	1.1	-
14. Music Programmes	-	-	-	.8	-
14a. Serious	-	-	-	-	-
14b. Domestic	-	-	-	-	-
14c. Popular	-	-	-	-	-
14d. Folk, etc.	-	-	-	.8	-
15. Drama Programmes	-	-	-	-	-
15a. Serious	-	-	-	-	-
15b. Domestic	-	-	-	-	-
15c. Comedy	-	-	-	-	-
15d. Crime, etc.	-	-	-	-	-
15e. Romantic	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-
15g. Other	-	-	-	-	-
16. Variety	-	-	-	-	-
17. Personalities	-	-	-	-	-
18. Quiz, Games, etc.	-	-	-	4.6	-
19. Sports Progs.	-	-	-	1.6	-
19a. News	-	-	-	-	-
19b. Events	-	-	-	1.6	-
20. Children's Progs.	-	-	-	6.5	-
20a. Youth Educ.	-	-	-	.8	-
20b-f. Drama	-	-	-	1.3	-
20b. Crime, etc.	-	-	-	-	-
20c. Comedy	-	-	-	.4	-
20d. Fairy Tales	-	-	-	.5	-
20e. Serious	-	-	-	-	-
20f. Other	-	-	-	.4	-
20g. Variety	-	-	-	4.3	-
20h. Quiz, etc.	-	-	-	-	-
20i. Other	-	-	-	.1	-
21. Prog. Promo.	-	-	-	2.6	-
TOTALS	100.0	100.0	100.0	100.0	100.0

\* Monday-Friday, sign-on to 4:30 p.m.

Table VI-13-A-2. Television Programme Time in Programmes Produced in Canada by Percentage in Classes of Programme by Class of Station: Daytime\* January 15-21, 1956.

Class of Programme	Private Total	All English	All French	All Canadian
1. News & Weather	7.8	7.6	-	7.0
2. Nature & Science	-	-	-	-
3. Foreign Lands	1.0	8.4	-	7.7
4. Pol. & Pub. Aff.	-	-	-	-
5. Soc. & Human Rel.	.7	.6	-	.6
6. Misc. Information	.7	.6	-	.5
7. Canadian Activ.	7.6	7.7	-	7.2
8. "Feedback" Progs.	-	-	-	-
9. Religion	.8	.7	-	.7
10. Fine Arts, etc.	-	3.7	-	3.5
11. Dance	-	-	-	-
12. Agriculture, etc.	.4	.3	-	.3
13. Fam. Living, etc.	66.0	57.7	100.0	60.6
13a. Family Living	65.0	56.8	100.0	59.8
13b. Merchandising	1.0	.9	-	.8
14. Music Programmes	.7	.6	-	.6
14a. Serious	-	-	-	-
14b. Light	-	-	-	-
14c. Popular	-	-	-	-
14d. Folk, etc.	.7	.6	-	.6
15. Drama Programmes	-	-	-	-
15a. Serious	-	-	-	-
15b. Domestic	-	-	-	-
15c. Comedy	-	-	-	-
15d. Crime, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Com.	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games, etc.	4.3	3.6	-	3.4
19. Sports Progs.	1.5	1.2	-	1.2
19a. News	-	-	-	-
19b. Events	1.5	1.2	-	1.2
20. Children's Progs.	6.0	5.2	-	4.8
20a. Youth Educ.	.7	.6	-	.6
20b-f. Drama	1.2	1.0	-	.9
20b. Crime, etc.	-	-	-	-
20c. Comedy	.4	.3	-	.3
20d. Fairy Tales	.5	.4	-	.4
20e. Serious	-	-	-	-
20f. Other	.3	.4	-	.2
20g. Variety	4.0	3.4	-	3.2
20h. Quiz, etc.	-	-	-	-
20i. Other	.1	.1	-	.1
21. Prog. Promo.	<u>2.5</u>	<u>2.1</u>	<u>-</u>	<u>1.9</u>
TOTALS	100.0	100.0	100.0	100.0

\* Monday-Friday, sign-on to 4:30 p.m.

Table VI-13-B-1. Television Programme Time in Programmes Produced in the United States by Percentage in Classes of Programme by Class of Station: Daytime\* January 15-21, 1956.

Class of Programme	CBC- English	CBC- French	CBC- Total	Private English	Private- French
1. News & Weather	-	-	-	-	-
2. Nature & Science	-	-	-	-	-
3. Foreign Lands	-	-	-	.3	-
4. Pol. & Pub. Aff.	-	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-	-
6. Misc. Information	-	-	-	-	-
7. Canadian Activ.	-	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-
9. Religion	-	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-
11. Dance	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-
13. Fam. Living	-	-	-	1.7	-
13a. Family Living	-	-	-	-	-
13b. Merchandising	-	-	-	1.7	-
14. Music Programmes	-	-	-	6.1	-
14a. Serious	-	-	-	-	-
14b. Light	-	-	-	2.8	-
14c. Popular	-	-	-	3.3	-
14d. Folk, etc.	-	-	-	-	-
15. Drama Programmes	89.1	-	89.1	87.5	100.0
15a. Serious	-	-	-	-	-
15b. Domestic	4.6	-	4.6	24.8	-
15c. Comedy	26.0	-	26.0	13.4	-
15d. Crime, etc.	34.4	-	34.4	49.3	-
15e. Romantic	11.1	-	11.1	-	-
15f. Musical Com.	-	-	-	-	-
15g. Other	13.0	-	13.0	-	100.0
16. Variety	-	-	-	-	-
17. Personalities	-	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-	-
19. Sports Progs.	-	-	-	-	-
19a. News	-	-	-	-	-
19b. Events	-	-	-	-	-
20. Children's Progs.	10.9	-	10.9	4.4	-
20a. Youth Educ.	-	-	-	.7	-
20b-f. Drama	10.9	-	10.9	3.7	-
20b. Crime, etc.	-	-	-	3.4	-
20c. Comedy	10.9	-	10.9	.3	-
20d. Fairy Tales	-	-	-	-	-
20e. Serious	-	-	-	-	-
20f. Other	-	-	-	-	-
20g. Variety	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-
20i. Other	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-
TOTALS	100.0	-	100.0	100.0	100.0

\* Monday-Friday, sign-on to 4:30 p.m.



Table VI-13-B-2. Television Programme Time in Programmes Produced in the United States by Percentage in Classes of Programme by Class of Station: Daytime\* January 15-21, 1956.

Class of Programme	Private Total	All English	All French	All Canadian
1. News & Weather	-	-	-	-
2. Nature & Science	-	-	-	-
3. Foreign Lands	.3	.2	-	.2
4. Pol. & Pub. Aff.	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-
6. Misc. Information	-	-	-	-
7. Canadian Activ.	-	-	-	-
8. "Feedback" Progs.	-	-	-	-
9. Religion	-	-	-	-
10. Fine Arts, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, etc.	-	-	-	-
13. Fam. Living, etc.	1.7	1.3	-	1.3
13a. Family Living	-	-	-	-
13b. Merchandising	1.7	1.3	-	1.3
14. Music Programmes	6.0	4.6	-	4.5
14a. Serious	-	-	-	-
14b. Light	2.7	2.1	-	2.1
14c. Popular	3.3	2.5	-	2.4
14d. Folk, etc.	-	-	-	-
15. Drama Programmes	87.6	87.9	100.0	88.1
15a. Serious	-	-	-	-
15b. Domestic	24.5	20.0	-	19.8
15c. Comedy	13.2	16.5	-	16.3
15d. Crime, etc.	48.3	45.6	-	45.0
15e. Romantic	-	2.7	-	2.6
15f. Musical Com.	-	-	-	-
15g. Other	1.6	3.1	100.0	4.4
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-
19. Sports Progs.	-	-	-	-
19a. News	-	-	-	-
19b. Events	-	-	-	-
20. Children's Progs.	4.4	6.0	-	5.9
20a. Youth Educ.	.7	.5	-	.5
20b-f. Drama	3.7	5.5	-	5.4
20b. Crime, etc.	3.4	2.6	-	2.6
20c. Comedy	.3	2.9	-	2.8
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	-	-	-
20h. Quiz, etc.	-	-	-	-
20i. Other	-	-	-	-
21. Prog. Promo.	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0

\* Monday-Friday, sign-on to 4:30 p.m.

Table VI-13-C-1. Television Programme Time in Programmes Produced by  
Other Countries by Percentage in Classes of Programme  
by Class of Station: Daytime Hours\*  
January 15-21, 1956.

Class of Programme	CBC- English	CBC- French	CBC- Total-	Private English	Private- French
1. News & Weather	-	-	-	-	-
2. Nature & Science.	-	-	-	-	-
3. Foreign Lands	-	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-	-
6. Misc. Information	-	-	-	-	-
7. Canadian Activ.	-	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-
9. Religion	-	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-
11. Dance	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-
13. Fam. Living, etc.	-	-	-	-	-
13a. Family Living	-	-	-	-	-
13b. Merchandising	-	-	-	-	-
14. Music Programmes	-	-	-	-	-
14a. Serious	-	-	-	-	-
14b. Light	-	-	-	-	-
14c. Popular	-	-	-	-	-
14d. Folk, etc.	-	-	-	-	-
15. Drama Programmes	-	-	-	100.0	100.0
15a. Serious	-	-	-	-	-
15b. Domestic	-	-	-	-	-
15c. Comedy	-	-	-	-	51.0
15d. Crime, etc.	-	-	-	100.0	-
15e. Romantic	-	-	-	-	49.0
15f. Musical Com.	-	-	-	-	-
15g. Other	-	-	-	-	-
16. Variety	-	-	-	-	-
17. Personalities	-	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-	-
19. Sports Progs.	-	-	-	-	-
19a. News	-	-	-	-	-
19b. Events	-	-	-	-	-
20. Children's Progs.	-	-	-	-	-
20a. Youth Educ.	-	-	-	-	-
20b-f. Drama	-	-	-	-	-
20b. Crime, etc.	-	-	-	-	-
20c. Comedy	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-
20e. Serious	-	-	-	-	-
20f. Other	-	-	-	-	-
20g. Variety	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-
20i. Other	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-
TOTALS	-	-	-	100.0	100.0

\* Monday - Friday, Sign-on to 4:30 p.m.

Table VI-13-C-2. Television Programme Time in Programmes Produced by  
Other Countries by Percentage in Classes of Programme  
by Class of Station: Daytime Hours\*  
January 15-21, 1956.

Class of Programme	Private Total	All English	All French	All Canadian
1. News & Weather	-	-	-	-
2. Nature & Science	-	-	-	-
3. Foreign Lands	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-
6. Misc. Information	-	-	-	-
7. Canadian Activ.	-	-	-	-
8. "Feedback" Progs.	-	-	-	-
9. Religion	-	-	-	-
10. Fine Arts, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, etc.	-	-	-	-
13. Fam. Living, etc.	-	-	-	-
13a. Family Living	-	-	-	-
13b. Merchandising	-	-	-	-
14. Music Programmes	-	-	-	-
14a. Serious	-	-	-	-
14b. Light	-	-	-	-
14c. Popular	-	-	-	-
14d. Folk, etc.	-	-	-	-
15. Drama Programmes	100.0	100.0	100.0	100.0
15a. Serious	-	-	-	-
15b. Domestic	-	-	-	-
15c. Comedy	35.1	-	51.0	35.1
15d. Crime, etc.	31.2	100.0	-	31.2
15e. Romantic	33.7	-	49.0	33.7
15f. Musical Com.	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-
19. Sports Progs.	-	-	-	-
19a. News	-	-	-	-
19b. Events	-	-	-	-
20. Children's Progs.	-	-	-	-
20a. Youth Educ.	-	-	-	-
20b-f. Drama	-	-	-	-
20b. Crime, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	-	-	-
20h. Quiz, etc.	-	-	-	-
20i. Other	-	-	-	-
21. Prog. Promo.	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0

\* Monday - Friday, Sign-on to 4:30 p.m.

Table VI-13-D-1. Television Programme Time, Total by Percentage  
in Classes of Programme by Class of Station:  
Daytime Hours\* January 15-21, 1956.

Class of Programme	CBC- English	CBC- French	CBC- Total	Private English	Private French
1. News & Weather	1.8	-	1.7	3.9	-
2. Nature & Science	-	-	-	-	-
3. Foreign Lands	15.1	-	14.7	.7	-
4. Pol. & Pub. Aff.	-	-	-	-	-
5. Soc. & Human Rel.	-	-	-	.4	-
6. Misc. Information	-	-	-	.3	-
7. Canadian Activ.	2.5	-	2.5	3.8	-
8. "Feedback" Progs.	-	-	-	-	-
9. Religion	-	-	-	.3	-
10. Fine Arts, etc.	7.6	-	7.4	-	-
11. Dance	-	-	-	-	-
12. Agriculture, etc.	-	-	-	.2	-
13. Fam. Living, etc.	15.1	100.0	17.2	30.3	52.2
13a. Family Living	15.1	100.0	17.2	28.8	52.2
13b. Merchandising	-	-	-	1.5	-
14. Music Programmes	-	-	-	3.6	-
14a. Serious	-	-	-	-	-
14b. Light	-	-	-	1.5	-
14c. Popular	-	-	-	1.7	-
14d. Folk, etc.	-	-	-	.4	-
15. Drama Programmes	51.6	-	50.3	47.1	47.8
15a. Serious	-	-	-	-	-
15b. Domestic	2.7	-	2.6	13.1	-
15c. Comedy	15.0	-	14.7	7.1	17.5
15d. Crime, etc.	19.9	-	19.4	26.9	-
15e. Romantic	6.5	-	6.3	-	16.8
15f. Musical Com.	-	-	-	-	-
15g. Other	7.5	-	7.3	-	13.5
16. Variety	-	-	-	-	-
17. Personalities	-	-	-	-	-
18. Quiz, Games, etc.	-	-	-	2.1	-
19. Sports Progs.	-	-	-	.7	-
19a. News	-	-	-	-	-
19b. Events	-	-	-	.7	-
20. Children's Progs.	6.3	-	6.2	5.4	-
20a. Youth Educ.	-	-	-	.7	-
20b-f. Drama	6.3	-	6.2	2.6	-
20b. Crime, etc.	-	-	-	1.8	-
20c. Comedy	6.3	-	6.2	.4	-
20d. Fairy Tales	-	-	-	.2	-
20e. Serious	-	-	-	-	-
20f. Other	-	-	-	.2	-
20g. Variety	-	-	-	2.0	-
20h. Quiz, etc.	-	-	-	-	-
20i. Other	-	-	-	.1	-
21. Prog. Promo.	-	-	-	1.2	-
TOTALS	100.0	100.0	100.0	100.0	100.0

\* Monday - Friday, Sign-on to 4:30 p.m.



Table VI-13-D-2. Television Programme Time, Total by Percentage  
in Classes of Programme by Class of Station:  
Daytime Hours\* January 15-21, 1956.

Class of Programme	Private Total	All English	All French	All Canadian
1. News & Weather	3.6	3.4	-	3.2
2. Nature & Science	-	-	-	-
3. Foreign Lands	.6	3.8	-	3.7
4. Pol. & Pub. Aff.	-	-	-	-
5. Soc. & Human Rel.	.3	.3	-	.3
6. Misc. Information	.4	.3	-	.3
7. Canadian Activ.	3.5	3.5	-	3.3
8. "Feedback" Progs.	-	-	-	-
9. Religion	.4	.3	-	.3
10. Fine Arts, etc.	-	1.7	-	1.6
11. Dance	-	-	-	-
12. Agriculture, etc.	.2	.1	-	.1
13. Fam. Living, etc.	31.7	26.9	56.8	28.5
13a. Family Living	30.3	25.8	56.8	27.5
13b. Merchandising	1.4	1.1	-	1.0
14. Music Programmes	3.3	2.8	-	2.6
14a. Serious	-	-	-	-
14b. Light	1.4	1.1	-	1.1
14c. Popular	1.6	1.4	-	1.2
14d. Folk, etc.	.3	.3	-	.3
15. Drama Programmes	47.1	48.1	43.2	47.8
15a. Serious	-	-	-	-
15b. Domestic	12.3	10.8	-	10.2
15c. Comedy	7.7	8.8	15.8	9.2
15d. Crime, etc.	25.2	25.4	-	24.0
15e. Romantic	1.1	1.4	15.2	2.2
15f. Musical Com.	-	-	-	-
15g. Other	.8	1.7	12.2	2.2
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games, etc.	2.0	1.7	-	1.6
19. Sports Progs.	.7	.6	-	.5
19a. News	-	-	-	-
19b. Events	.7	.6	-	.5
20. Children's Progs.	5.0	5.6	-	5.3
20a. Youth Educ.	.6	.6	-	.6
20b-f. Drama	2.4	3.5	-	3.2
20b. Crime, etc.	1.7	1.4	-	1.3
20c. Comedy	.3	1.7	-	1.6
20d. Fairy Tales	.2	.2	-	.2
20e. Serious	-	-	-	-
20f. Other	.2	.2	-	.1
20g. Variety	1.9	1.5	-	1.5
20h. Quiz, etc.	-	-	-	-
20i. Other	.1	#	-	#
21. Prog. Promo.	1.2	.9	-	.9
TOTALS	100.0	100.0	100.0	100.0

\* Monday - Friday, Sign-on to 4:30 p.m.

# Less than .05

Table VI-14. Television Programme Time by Class of Programme and Nationality of Source: Daytime Hours\* on CBC Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	CBC Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	-	-	-	-
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	100.0	-	-	100.0	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-	-	-	-	-
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	100.0	-	-	100.0	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	-	-	-	-	-	-
10. Fine Arts, etc.	100.0	-	-	100.0	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Liv., etc.	100.0	-	-	100.0	100.0	-	-	100.0
13a. Fam. Living	100.0	-	-	100.0	100.0	-	-	100.0
13b. Merchandising	-	-	-	-	-	-	-	-
14. Music Programmes	-	-	-	-	-	-	-	-
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	-	-	-	-	-	-	-
14c. Popular	-	-	-	-	-	-	-	-
14d. Folk, etc.	-	-	-	-	-	-	-	-
15. Drama Programmes	-	100.0	-	100.0	-	-	-	-
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	100.0	-	100.0	-	-	-	-
15c. Comedy	-	100.0	-	100.0	-	-	-	-
15d. Crime, etc.	-	100.0	-	100.0	-	-	-	-
15e. Romantic	-	100.0	-	100.0	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	100.0	-	100.0	-	-	-	-
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-	-	-	-	-
19. Sports Progs.	-	-	-	-	-	-	-	-
19a. News	-	-	-	-	-	-	-	-
19b. Events	-	-	-	-	-	-	-	-
20. Children's Progs.	-	100.0	-	100.0	-	-	-	-
20a. Youth Educ.	-	-	-	-	-	-	-	-
20b-f. Drama	-	100.0	-	100.0	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-	-	-
20c. Comedy	-	100.0	-	100.0	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-	-	-	-
TOTALS	42.1	57.9	-	100.0	100.0	-	-	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-15. Television Programme Time by Class of Programme and Nationality of Source: Daytime Hours\* on Private Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	Private Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	-	-	-	-
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	76.8	23.2	-	100.0	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	100.0	-	-	100.0	-	-	-	-
6. Misc. Information	100.0	-	-	100.0	-	-	-	-
7. Canadian Activ.	100.0	-	-	100.0	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	100.0	-	-	100.0	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	100.0	-	-	100.0	-	-	-	-
13. Fam. Living, etc.	97.0	30.0	-	100.0	100.0	-	-	100.0
13a. Family Living	100.0	-	-	100.0	100.0	-	-	100.0
13b. Merchandising	36.4	63.6	-	100.0	-	-	-	-
14. Music Programmes	10.2	89.8	-	100.0	-	-	-	-
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	100.0	-	100.0	-	-	-	-
14c. Popular	-	100.0	-	100.0	-	-	-	-
14d. Folk, etc.	100.0	-	-	100.0	-	-	-	-
15. Drama Programmes	-	97.7	2.3	100.0	-	28.1	71.9	100.0
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	100.0	-	100.0	-	-	-	-
15c. Comedy	-	100.0	-	100.0	-	-	100.0	100.0
15d. Crime, etc.	-	96.1	3.9	100.0	-	-	-	-
15e. Romantic	-	-	-	-	-	-	100.0	100.0
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	100.0	-	100.0
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	100.0	-	-	100.0	-	-	-	-
19. Sports Progs.	100.0	-	-	100.0	-	-	-	-
19a. News	-	-	-	-	-	-	-	-
19b. Events	100.0	-	-	100.0	-	-	-	-
20. Children's Progs.	56.2	43.8	-	100.0	-	-	-	-
20a. Youth Educ.	50.0	50.0	-	100.0	-	-	-	-
20b-f. Drama	23.0	77.0	-	100.0	-	-	-	-
20b. Crime, etc.	-	100.0	-	100.0	-	-	-	-
20c. Comedy	51.7	48.3	-	100.0	-	-	-	-
20d. Fairy Tales	100.0	-	-	100.0	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	100.0	-	-	100.0	-	-	-	-
20g. Variety	100.0	-	-	100.0	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	100.0	-	-	100.0	-	-	-	-
21. Prog. Promo.	100.0	-	-	100.0	-	-	-	-
TOTALS	46.3	52.6	1.1	100.0	52.2	13.5	34.3	100.0

\* Monday-Friday, sign-on to 4:30 p.m.

Table VI-16. Television Programme Time by Class of Programme and Nationality of Source: Daytime Hours\* on All Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	All Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	-	-	-	-
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	96.9	3.1	-	100.0	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	100.0	-	-	100.0	-	-	-	-
6. Misc. Information	100.0	-	-	100.0	-	-	-	-
7. Canadian Activ.	100.0	-	-	100.0	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	100.0	-	-	100.0	-	-	-	-
10. Fine Arts, etc.	100.0	-	-	100.0	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	100.0	-	-	100.0	-	-	-	-
13. Fam. Living, etc.	97.4	2.6	-	100.0	100.0	-	-	100.0
13a. Family Living	100.0	-	-	100.0	100.0	-	-	100.0
13b. Merchandising	36.4	63.6	-	100.0	-	-	-	-
14. Music Programmes	10.2	89.8	-	100.0	-	-	-	-
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	100.0	-	100.0	-	-	-	-
14c. Popular	-	100.0	-	100.0	-	-	-	-
14d. Folk, etc.	100.0	-	-	100.0	-	-	-	-
15. Drama Programmes	-	98.3	1.7	100.0	-	28.1	71.9	100.0
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	100.0	-	100.0	-	-	-	-
15c. Comedy	-	100.0	-	100.0	-	-	100.0	100.0
15d. Crime, etc.	-	96.7	3.3	100.0	-	-	-	-
15e. Romantic	-	100.0	-	100.0	-	-	100.0	100.0
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	100.0	-	100.0	-	100.0	-	100.0
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	100.0	-	-	100.0	-	-	-	-
19. Sports Progs.	100.0	-	-	100.0	-	-	-	-
19a. News	-	-	-	-	-	-	-	-
19b. Events	100.0	-	-	100.0	-	-	-	-
20. Children's Progs.	42.0	58.0	-	100.0	-	-	-	-
20a. Youth Educ.	50.0	50.0	-	100.0	-	-	-	-
20b-f. Drama	13.5	86.5	-	100.0	-	-	-	-
20b. Crime, etc.	-	100.0	-	100.0	-	-	-	-
20c. Comedy	8.4	91.6	-	100.0	-	-	-	-
20d. Fairy Tales	100.0	-	-	100.0	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	100.0	-	-	100.0	-	-	-	-
20g. Variety	100.0	-	-	100.0	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	100.0	-	-	100.0	-	-	-	-
21. Prog. Promo.	100.0	-	-	100.0	-	-	-	-
TOTALS	45.4	53.8	.8	100.0	56.8	12.2	31.0	100.0

\* Monday - Friday, sign-on to 4:30 p.m.



Table VI-17. Television Programme Time by Class of Programme and Nationality of Source: Daytime Hours\* on All Stations (CBC and Private), January 15-21, 1956. (in percent)

Class of Programme	All Stations							
	CBC Stations				Private Stations			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	100.0	-	-	100.0
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	100.0	-	-	100.0	76.8	23.2	-	100.0
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-	100.0	-	-	100.0
6. Misc. Information	-	-	-	-	100.0	-	-	100.0
7. Canadian Activ.	100.0	-	-	100.0	100.0	-	-	100.0
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	-	-	100.0	-	-	100.0
10. Fine Arts, etc.	100.0	-	-	100.0	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	100.0	-	-	100.0
13. Fam. Living, etc.	100.0	-	-	100.0	97.3	2.7	-	100.0
13a. Family Living	100.0	-	-	100.0	100.0	-	-	100.0
13b. Merchandising	-	-	-	-	36.4	63.6	-	100.0
14. Music Programmes	-	-	-	-	10.2	89.8	-	100.0
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	-	-	-	-	100.0	-	100.0
14c. Popular	-	-	-	-	-	100.0	-	100.0
14d. Folk, etc.	-	-	-	-	100.0	-	-	100.0
15. Drama Programmes	-	100.0	-	100.0	-	93.2	6.8	100.0
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	100.0	-	100.0	-	100.0	-	100.0
15c. Comedy	-	100.0	-	100.0	-	85.5	14.5	100.0
15d. Crime, etc.	-	100.0	-	100.0	-	96.1	3.9	100.0
15e. Romantic	-	100.0	-	100.0	-	-	100.0	100.0
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	100.0	-	100.0	-	100.0	-	100.0
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-	100.0	-	-	100.0
19. Sports Progs.	-	-	-	-	-	-	-	-
19a. News	-	-	-	-	-	-	-	-
19b. Events	-	-	-	-	100.0	-	-	100.0
20. Children's Progs.	-	100.0	-	100.0	56.2	43.8	-	100.0
20a. Youth Educ.	-	-	-	-	50.0	50.0	-	100.0
20b-f. Drama	-	100.0	-	100.0	23.0	77.0	-	100.0
20b. Crime, etc.	-	-	-	-	-	100.0	-	100.0
20c. Comedy	-	100.0	-	100.0	51.7	48.3	-	100.0
20d. Fairy Tales	-	-	-	-	100.0	-	-	100.0
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	100.0	-	-	100.0
20g. Variety	-	-	-	-	100.0	-	-	100.0
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	100.0	-	-	100.0
21. Prog. Promo.	-	-	-	-	100.0	-	-	100.0
TOTALS	43.5	56.5	-	100.0	46.7	50.1	3.2	100.0

\* Monday-Friday, sign-on to 4:30 p.m.

Table VI-18. Television Programme Time by Class of Programme and Nationality of Source: Daytime Hours\* on All Stations and Two U. S. Border Stations, January 15-21, 1956. (in percent)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	-	100.0	-	100.0
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	96.9	3.1	-	100.0	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	100.0	-	-	100.0	-	-	-	-
6. Misc. Information	100.0	-	-	100.0	-	-	-	-
7. Canadian Activ.	100.0	-	-	100.0	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	100.0	-	-	100.0	-	-	-	-
10. Fine Arts, etc.	100.0	-	-	100.0	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	100.0	-	-	100.0	-	-	-	-
13. Fam. Living, etc.	97.7	2.3	-	100.0	-	100.0	-	100.0
13a. Family Living	100.0	-	-	100.0	-	100.0	-	100.0
13b. Merchandising	36.4	63.6	-	100.0	-	100.0	-	100.0
14. Music Programmes	10.2	89.8	-	100.0	-	100.0	-	100.0
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	100.0	-	100.0	-	100.0	-	100.0
14c. Popular	-	100.0	-	100.0	-	-	-	-
14d. Folk, etc.	100.0	-	-	100.0	-	-	-	-
15. Drama Programmes	-	94.8	5.2	100.0	-	85.6	14.4	100.0
15a. Serious	-	-	-	-	-	50.0	50.0	100.0
15b. Domestic	-	100.0	-	100.0	-	100.0	-	100.0
15c. Comedy	-	90.5	9.5	100.0	-	83.0	17.0	100.0
15d. Crime, etc.	-	96.7	3.3	100.0	-	78.3	21.7	100.0
15e. Romantic	-	61.7	38.3	100.0	-	100.0	-	100.0
15f. Musical Com.	-	-	-	-	-	100.0	-	100.0
15g. Other	-	100.0	-	100.0	-	100.0	-	100.0
16. Variety	-	-	-	-	-	100.0	-	100.0
17. Personalities	-	-	-	-	-	100.0	-	100.0
18. Quiz, Games, etc.	100.0	-	-	100.0	-	100.0	-	100.0
19. Sports Progs.	100.0	-	-	100.0	-	-	-	-
19a. News	-	-	-	-	-	-	-	-
19b. Merchandising	100.0	-	-	100.0	-	-	-	-
20. Children's Progs.	42.0	58.0	-	100.0	-	100.0	-	100.0
20a. Youth Educ.	50.0	50.0	-	100.0	-	-	-	-
20b-f. Drama	13.5	86.5	-	100.0	-	100.0	-	100.0
20b. Crime, etc.	-	100.0	-	100.0	-	100.0	-	100.0
20c. Comedy	8.4	91.6	-	100.0	-	100.0	-	100.0
20d. Fairy Tales	100.0	-	-	100.0	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	100.0	-	-	100.0	-	-	-	-
20g. Variety	100.0	-	-	100.0	-	100.0	-	100.0
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	100.0	-	-	100.0	-	100.0	-	100.0
21. Prog. Promo.	100.0	-	-	100.0	-	-	-	-
TOTALS	46.0	51.5	2.5	100.0	-	93.9	6.1	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-19. Television Programme Time by Class of Programme and Origin within Canada: Daytime Hours\* on CBC Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	CBC Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	42	-	-	42	-	-	-	-
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	-	-	360	360	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-	-	-	-	-
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	-	-	60	60	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	-	-	-	-	-	-
10. Fine Arts, etc.	-	-	180	180	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	-	-	360	360	-	-	60	60
13a. Family Living	-	-	360	360	-	-	60	60
13b. Merchandising	-	-	-	-	-	-	-	-
14. Music Programmes	-	-	-	-	-	-	-	-
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	-	-	-	-	-	-	-
14c. Popular	-	-	-	-	-	-	-	-
14d. Folk, etc.	-	-	-	-	-	-	-	-
15. Drama Programmes	-	1,227	-	1,227	-	-	-	-
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	63	-	63	-	-	-	-
15c. Comedy	-	358	-	358	-	-	-	-
15d. Crime, etc.	-	474	-	474	-	-	-	-
15e. Romantic	-	153	-	153	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	179	-	179	-	-	-	-
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-	-	-	-	-
19. Sports Progs.	-	-	-	-	-	-	-	-
19a. News	-	-	-	-	-	-	-	-
19b. Events	-	-	-	-	-	-	-	-
20. Children's Progs.	-	150	-	150	-	-	-	-
20a. Youth Educ.	-	-	-	-	-	-	-	-
20b-f. Drama	-	150	-	150	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-	-	-
20c. Comedy	-	150	-	150	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-	-	-	-
TOTALS	42	1,377	960	2,379	-	-	60	60

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-20. Television Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on Private Stations (English and French), January 15-21, 1956.

Class of Programme	Private Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	322	-	-	322	-	-	-	-
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	43	13	-	56	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	30	-	-	30	-	-	-	-
6. Misc. Information	30	-	-	30	-	-	-	-
7. Canadian Activ.	223	30	60	313	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	35	-	-	35	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	15	-	-	15	-	-	-	-
13. Fam. Living, etc.	2,431	75	-	2,506	295	-	-	295
13a. Family Living	2,388	-	-	2,388	295	-	-	295
13b. Merchandising	43	75	-	118	-	-	-	-
14. Music Programmes	-	264	30	294	-	-	-	-
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	120	-	120	-	-	-	-
14c. Popular	-	144	-	144	-	-	-	-
14d. Folk, etc.	-	-	30	30	-	-	-	-
15. Drama Programmes	-	3,899	-	3,899	-	270	-	270
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	1,084	-	1,084	-	-	-	-
15c. Comedy	-	585	-	585	-	99	-	99
15d. Crime, etc.	-	2,230	-	2,230	-	-	-	-
15e. Romantic	-	-	-	-	-	95	-	95
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	76	-	76
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	155	21	-	176	-	-	-	-
19. Sports Progs.	-	-	60	60	-	-	-	-
19a. News	-	-	-	-	-	-	-	-
19b. Events	-	-	60	60	-	-	-	-
20. Children's Progs.	150	164	129	443	-	-	-	-
20a. Youth Educ.	-	-	60	60	-	-	-	-
20b-f. Drama	-	164	49	213	-	-	-	-
20b. Crime, etc.	-	150	-	150	-	-	-	-
20c. Comedy	-	14	15	29	-	-	-	-
20d. Fairy Tales	-	-	19	19	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	15	15	-	-	-	-
20g. Variety	150	-	15	165	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	5	5	-	-	-	-
21. Prog. Promo.	51	50	-	101	-	-	-	-
TOTALS	3,485	4,516	279	8,280	295	270	-	565

\* Monday - Friday, sign-on to 4:30 p.m.



Table VI-21. Television Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on All Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	All Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	364	-	-	364	-	-	-	-
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	43	13	360	416	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	30	-	-	30	-	-	-	-
6. Misc. Information	30	-	-	30	-	-	-	-
7. Canadian Activ.	223	30	120	373	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	35	-	-	35	-	-	-	-
10. Fine Arts, etc.	-	-	180	180	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	15	-	-	15	-	-	-	-
13. Fam. Living, etc.	2,431	75	360	2,866	295	-	60	355
13a. Family Living	2,388	-	360	2,748	295	-	60	355
13b. Merchandising	43	75	-	118	-	-	-	-
14. Music Programmes	-	264	30	294	-	-	-	-
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	120	-	120	-	-	-	-
14c. Popular	-	144	-	144	-	-	-	-
14d. Folk, etc.	-	-	30	30	-	-	-	-
15. Drama Programmes	-	5,126	-	5,126	-	270	-	270
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	1,147	-	1,147	-	-	-	-
15c. Comedy	-	943	-	943	-	99	-	99
15d. Crime, etc.	-	2,704	-	2,704	-	-	-	-
15e. Romantic	-	153	-	153	-	95	-	95
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	179	-	179	-	76	-	76
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	155	21	-	176	-	-	-	-
19. Sports Progs.	-	-	60	60	-	-	-	-
19a. News	-	-	-	-	-	-	-	-
19b. Events	-	-	60	60	-	-	-	-
20. Children's Progs.	150	314	129	593	-	-	-	-
20a. Youth Educ.	-	-	60	60	-	-	-	-
20b-f. Drama	-	314	49	363	-	-	-	-
20b. Crime, etc.	-	150	-	150	-	-	-	-
20c. Comedy	-	164	15	179	-	-	-	-
20d. Fairy Tales	-	-	19	19	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	15	15	-	-	-	-
20g. Variety	150	-	15	165	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	5	5	-	-	-	-
21. Prog. Promo.	51	50	-	101	-	-	-	-
TOTALS	3,527	5,893	1,239	10,659	295	270	60	625

\* Monday-Friday, sign-on to 4:30 p.m.

Table VI-22. Television Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on All Stations (CBC and Private), January 15-21, 1956. (in minutes)

Class of Programme	All Stations							
	CBC Stations				Private Stations			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	42	-	-	42	322	-	-	322
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	-	-	360	360	43	13	-	56
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-	30	-	-	30
6. Misc. Information	-	-	-	-	30	-	-	30
7. Canadian Activ.	-	-	60	60	223	30	60	313
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	-	-	35	-	-	35
10. Fine Arts, etc.	-	-	180	180	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	15	-	-	15
13. Fam. Living, etc.	-	-	420	420	2,726	75	-	2,801
13a. Family Living	-	-	420	420	2,683	-	-	2,683
13b. Merchandising	-	-	-	-	43	75	-	118
14. Music Programmes	-	-	-	-	-	264	30	294
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	-	-	-	-	120	-	120
14c. Popular	-	-	-	-	-	144	-	144
14d. Folk, etc.	-	-	-	-	-	-	30	30
15. Drama Programmes	-	1,227	-	1,227	-	4,169	-	4,169
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	63	-	63	-	1,084	-	1,084
15c. Comedy	-	358	-	358	-	684	-	684
15d. Crime, etc.	-	474	-	474	-	2,230	-	2,230
15e. Romantic	-	153	-	153	-	95	-	95
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	179	-	179	-	76	-	76
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-	155	21	-	176
19. Sports Progs.	-	-	-	-	-	-	60	60
19a. News	-	-	-	-	-	-	-	-
19b. Events	-	-	-	-	-	-	60	60
20. Children's Progs.	-	150	-	150	150	164	129	443
20a. Youth Educ.	-	-	-	-	-	-	60	60
20b-f. Drama	-	150	-	150	-	164	49	213
20b. Crime, etc.	-	-	-	-	-	150	-	150
20c. Comedy	-	150	-	150	-	14	15	29
20d. Fairy Tales	-	-	-	-	-	-	19	19
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	15	15
20g. Variety	-	-	-	-	150	-	15	165
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	5	5
21. Prog. Promo.	-	-	-	-	51	50	-	101
TOTALS	42	1,377	1,020	2,439	3,780	4,786	279	8,845

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-23. Television Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on All Stations and Two U. S. Border Stations, January 15-21, 1956. (in minutes)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Local Live	Local		Total	Local Live	Local		Total
		Re-corded	Net-work			Re-corded	Net-work	
1. News & Weather	364	-	-	364	155	-	150	305
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	43	13	360	416	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	30	-	-	30	-	-	-	-
6. Misc. Information	30	-	-	30	-	-	-	-
7. Canadian Activ.	223	30	120	373	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	35	-	-	35	-	-	-	-
10. Fine Arts, etc.	-	-	180	180	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	15	-	-	15	-	-	-	-
13. Fam. Living, etc.	2,726	75	420	3,221	495	-	-	495
13a. Family Living	2,683	-	420	3,103	420	-	-	420
13b. Merchandising	43	75	-	118	75	-	-	75
14. Music Programmes	-	264	30	294	-	30	-	30
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	120	-	120	-	30	-	30
14c. Popular	-	144	-	144	-	-	-	-
14d. Folk, etc.	-	-	30	30	-	-	-	-
15. Drama Programmes	-	5,396	-	5,396	-	1,420	870	2,290
15a. Serious	-	-	-	-	-	-	180	180
15b. Domestic	-	1,147	-	1,147	-	-	450	450
15c. Comedy	-	1,042	-	1,042	-	730	150	880
15d. Crime, etc.	-	2,704	-	2,704	-	325	90	415
15e. Romantic	-	248	-	248	-	130	-	130
15f. Musical Com.	-	-	-	-	-	85	-	85
15g. Other	-	255	-	255	-	150	-	150
16. Variety	-	-	-	-	-	-	750	750
17. Personalities	-	-	-	-	90	-	150	240
18. Quiz, Games, etc.	155	21	-	176	-	-	270	270
19. Sports Progs.	-	-	60	60	-	-	-	-
19a. News	-	-	-	-	-	-	-	-
19b. Events	-	-	60	60	-	-	-	-
20. Children's Progs.	50	314	129	593	300	445	275	1,020
20a. Youth Educ.	-	-	60	60	-	-	-	-
20b-f. Drama	-	314	49	363	-	445	-	445
20b. Crime, etc.	-	150	-	150	-	30	-	30
20c. Comedy	-	164	15	179	-	415	-	415
20d. Fairy Tales	-	-	19	19	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	15	15	-	-	-	-
20g. Variety	150	-	15	165	300	-	-	300
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	5	5	-	-	275	275
21. Prog. Promo.	51	50	-	101	-	-	-	-
TOTALS	3,822	6,163	1,299	11,284	1,040	1,895	2,465	5,400

\* Monday-Friday, sign-on to 4:30 p.m.

Table VI-24. Television Programme Time by Class of Programme and Origin within Canada: Daytime Hours\* on CBC Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	CBC Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	100.0	-	-	100.0	-	-	-	-
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	-	-	100.0	100.0	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-	-	-	-	-
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	-	-	100.0	100.0	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	-	-	-	-	-	-
10. Fine Arts, etc.	-	-	100.0	100.0	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	-	-	100.0	100.0	-	-	100.0	100.0
13a. Family Living	-	-	100.0	100.0	-	-	100.0	100.0
13b. Merchandising	-	-	-	-	-	-	-	-
14. Music Programmes	-	-	-	-	-	-	-	-
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	-	-	-	-	-	-	-
14c. Popular	-	-	-	-	-	-	-	-
14d. Folk, etc.	-	-	-	-	-	-	-	-
15. Drama Programmes	-	100.0	-	100.0	-	-	-	-
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	100.0	-	100.0	-	-	-	-
15c. Comedy	-	100.0	-	100.0	-	-	-	-
15d. Crime, etc.	-	100.0	-	100.0	-	-	-	-
15e. Romantic	-	100.0	-	100.0	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	100.0	-	100.0	-	-	-	-
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-	-	-	-	-
19. Sports Progs.	-	-	-	-	-	-	-	-
19a. News	-	-	-	-	-	-	-	-
19b. Events	-	-	-	-	-	-	-	-
20. Children's Progs.	-	100.0	-	100.0	-	-	-	-
20a. Youth Educ.	-	-	-	-	-	-	-	-
20b-f. Drama	-	100.0	-	100.0	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-	-	-
20c. Comedy	-	100.0	-	100.0	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-	-	-	-
TOTALS	1.7	57.9	40.4	100.0	-	-	100.0	100.0

\* Monday - Friday, sign-on to 4:30 p.m.



Table VI-25. Television Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on Private Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	Private Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	100.0	-	-	100.0	-	-	-	-
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	76.8	23.2	-	100.0	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	100.0	-	-	100.0	-	-	-	-
6. Misc. Information	100.0	-	-	100.0	-	-	-	-
7. Canadian Activ.	71.2	9.6	19.2	100.0	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	100.0	-	-	100.0	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	100.0	-	-	100.0	-	-	-	-
13. Fam. Living, etc.	97.0	3.0	-	100.0	100.0	-	-	100.0
13a. Family Living	100.0	-	-	100.0	100.0	-	-	100.0
13b. Merchandising	36.4	63.6	-	100.0	-	-	-	-
14. Music Programmes	-	89.9	10.2	100.0	-	-	-	-
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	100.0	-	100.0	-	-	-	-
14c. Popular	-	100.0	-	100.0	-	-	-	-
14d. Folk, etc.	-	-	100.0	100.0	-	-	-	-
15. Drama Programmes	-	100.0	-	100.0	-	100.0	-	100.0
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	100.0	-	100.0	-	-	-	-
15c. Comedy	-	100.0	-	100.0	-	100.0	-	100.0
15d. Crime, etc.	-	100.0	-	100.0	-	-	-	-
15e. Romantic	-	-	-	-	-	100.0	-	100.0
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	100.0	-	100.0
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	88.1	11.9	-	100.0	-	-	-	-
19. Sports Progs.	-	-	100.0	100.0	-	-	-	-
19a. News	-	-	-	-	-	-	-	-
19b. Events	-	-	100.0	100.0	-	-	-	-
20. Children's Progs.	33.9	37.0	29.1	100.0	-	-	-	-
20a. Youth Educ.	-	-	100.0	100.0	-	-	-	-
20b-f. Drama	-	77.0	23.0	100.0	-	-	-	-
20b. Crime, etc.	-	100.0	-	100.0	-	-	-	-
20c. Comedy	-	48.3	51.7	100.0	-	-	-	-
20d. Fairy Tales	-	-	100.0	100.0	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	100.0	100.0	-	-	-	-
20g. Variety	90.9	-	9.1	100.0	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	100.0	100.0	-	-	-	-
21. Prog. Promo.	50.5	49.5	-	100.0	-	-	-	-
TOTALS	42.1	54.5	3.4	100.0	52.2	47.8	-	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-26. Television Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on All Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	All Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	100.0	-	-	100.0	-	-	-	-
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	10.3	3.2	86.5	100.0	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	100.0	-	-	100.0	-	-	-	-
6. Misc. Information	100.0	-	-	100.0	-	-	-	-
7. Canadian Activ.	59.8	8.0	32.2	100.0	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	100.0	-	-	100.0	-	-	-	-
10. Fine Arts, etc.	-	-	100.0	100.0	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	100.0	-	-	100.0	-	-	-	-
13. Fam. Living, etc.	84.8	2.6	12.6	100.0	83.1	-	16.9	100.0
13a. Family Living	86.9	-	13.1	100.0	83.1	-	16.9	100.0
13b. Merchandising	36.5	-	63.5	100.0	-	-	-	-
14. Music Programmes	-	89.8	10.2	100.0	-	-	-	-
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	100.0	-	100.0	-	-	-	-
14c. Popular	-	100.0	-	100.0	-	-	-	-
14d. Folk, etc.	-	-	100.0	100.0	-	-	-	-
15. Drama Programmes	-	100.0	-	100.0	-	100.0	-	100.0
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	100.0	-	100.0	-	-	-	-
15c. Comedy	-	100.0	-	100.0	-	100.0	-	100.0
15d. Crime, etc.	-	100.0	-	100.0	-	-	-	-
15e. Romantic	-	100.0	-	100.0	-	100.0	-	100.0
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	100.0	-	100.0	-	100.0	-	100.0
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	88.1	11.9	-	100.0	-	-	-	-
19. Sports Progs.	-	-	100.0	100.0	-	-	-	-
19a. News	-	-	-	-	-	-	-	-
19b. Events	-	-	100.0	100.0	-	-	-	-
20. Children's Progs.	25.3	53.0	21.7	100.0	-	-	-	-
20a. Youth Educ.	-	-	100.0	100.0	-	-	-	-
20b-f. Drama	-	86.5	13.5	100.0	-	-	-	-
20b. Crime, etc.	-	100.0	-	100.0	-	-	-	-
20c. Comedy	-	91.6	8.4	100.0	-	-	-	-
20d. Fairy Tales	-	-	100.0	100.0	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	100.0	100.0	-	-	-	-
20g. Variety	90.9	-	9.1	100.0	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	100.0	100.0	-	-	-	-
21. Prog. Promo	51.0	49.0	-	100.0	-	-	-	-
TOTALS	33.1	55.3	11.6	100.0	47.2	43.2	9.6	100.0

\* Monday-Friday, sign-on to 4:30 p.m.

Table VI-27. Television Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on All Stations (CBC and Private), January 15-21, 1956.  
(in percent)

Class of Programme	All Stations							
	CBC Stations				Private Stations			
	Local Live	Re-corded	Net-work	Total	Local Live	Re-corded	Net-work	Total
1. News & Weather	100.0	-	-	100.0	100.0	-	-	100.0
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	-	-	100.0	100.0	76.8	23.2	-	100.0
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-	100.0	-	-	100.0
6. Misc. Information	-	-	-	-	100.0	-	-	100.0
7. Canadian Activ.	-	-	100.0	100.0	71.2	9.6	19.2	100.0
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	-	-	100.0	-	-	100.0
10. Fine Arts, etc.	-	-	100.0	100.0	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	100.0	-	-	100.0
13. Fam. Living, etc.	-	-	100.0	100.0	97.3	2.7	-	100.0
13a. Family Living	-	-	100.0	100.0	100.0	-	-	100.0
13b. Merchandising	-	-	-	-	36.4	63.6	-	100.0
14. Music Programmes	-	-	-	-	-	89.8	10.2	100.0
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	-	-	-	-	100.0	-	100.0
14c. Popular	-	-	-	-	-	100.0	-	100.0
14d. Folk, etc.	-	-	-	-	-	-	100.0	100.0
15. Drama Programmes	-	100.0	-	100.0	-	100.0	-	100.0
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	100.0	-	100.0	-	100.0	-	100.0
15c. Comedy	-	100.0	-	100.0	-	100.0	-	100.0
15d. Crime, etc.	-	100.0	-	100.0	-	100.0	-	100.0
15e. Romantic	-	100.0	-	100.0	-	100.0	-	100.0
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	100.0	-	100.0	-	100.0	-	100.0
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-	88.1	11.9	-	100.0
19. Sports Progs.	-	-	-	-	-	-	100.0	100.0
19a. News	-	-	-	-	-	-	-	-
19b. Events	-	-	-	-	-	-	100.0	100.0
20. Children's Progs.	-	100.0	-	100.0	33.9	37.0	29.1	100.0
20a. Youth Educ.	-	-	-	-	-	-	100.0	100.0
20b-f. Drama	-	100.0	-	100.0	-	77.0	23.0	100.0
20b. Crime, etc.	-	-	-	-	-	100.0	-	100.0
20c. Comedy	-	100.0	-	-	-	48.3	51.7	100.0
20d. Fairy Tales	-	-	-	-	-	-	100.0	100.0
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	100.0	100.0
20g. Variety	-	-	-	-	90.9	-	9.1	100.0
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	100.0	100.0
21. Prog. Promo.	-	-	-	-	50.5	49.5	-	100.0
TOTALS	1.7	56.5	41.8	100.0	42.7	54.1	3.2	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-28. Television Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on All Stations and Two U. S. Border Stations, January 15-21, 1956. (in percent)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	100.0	-	-	100.0	50.8	-	49.2	100.0
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	10.4	3.1	86.5	100.0	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-	-
5. Soc. & Human Rel.	100.0	-	-	100.0	-	-	-	-
6. Misc. Information	100.0	-	-	100.0	-	-	-	-
7. Canadian Activ.	59.8	8.0	32.2	100.0	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	100.0	-	-	100.0	-	-	-	-
10. Fine Arts, etc.	-	-	100.0	100.0	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	100.0	-	-	100.0	-	-	-	-
13. Fam. Living, etc.	84.6	2.3	13.1	100.0	100.0	-	-	100.0
13a. Family Living	86.5	-	13.5	100.0	100.0	-	-	100.0
13b. Merchandising	36.4	63.6	-	100.0	100.0	-	-	100.0
14. Music Programmes	-	89.8	10.2	100.0	-	100.0	-	100.0
14a. Serious	-	-	-	-	-	-	-	-
14b. Light	-	100.0	-	100.0	-	100.0	-	100.0
14c. Popular	-	100.0	-	100.0	-	-	-	-
14d. Folk, etc.	-	-	100.0	100.0	-	-	-	-
15. Drama Programmes	-	100.0	-	100.0	-	62.0	38.0	100.0
15a. Serious	-	-	-	-	-	-	100.0	100.0
15b. Domestic	-	100.0	-	100.0	-	-	100.0	100.0
15c. Comedy	-	100.0	-	100.0	-	83.0	17.0	100.0
15d. Crime, etc.	-	100.0	-	100.0	-	78.3	21.7	100.0
15e. Romantic	-	100.0	-	100.0	-	100.0	-	100.0
15f. Musical Com.	-	-	-	-	-	100.0	-	100.0
15g. Other	-	100.0	-	100.0	-	100.0	-	100.0
16. Variety	-	-	-	-	-	-	100.0	100.0
17. Personalities	-	-	-	-	37.5	-	62.5	100.0
18. Quiz, Games, etc.	88.1	11.9	-	100.0	-	-	100.0	100.0
19. Sports Progs.	-	-	100.0	100.0	-	-	-	-
19a. News	-	-	-	-	-	-	-	-
19b. Events	-	-	100.0	100.0	-	-	-	-
20. Children's Progs.	25.3	53.0	21.7	100.0	29.4	43.6	27.0	100.0
20a. Youth Educ.	-	-	100.0	100.0	-	-	-	-
20b-f. Drama	-	86.5	13.5	100.0	-	100.0	-	100.0
20b. Crime, etc.	-	100.0	-	100.0	-	100.0	-	100.0
20c. Comedy	-	91.6	8.4	100.0	-	100.0	-	100.0
20d. Fairy Tales	-	-	100.0	100.0	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	100.0	100.0	-	-	-	-
20g. Variety	90.9	-	9.1	100.0	100.0	-	-	100.0
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	100.0	100.0	-	-	100.0	100.0
21. Prog. Promo.	51.0	49.0	-	100.0	-	-	-	-
TOTALS	33.9	54.6	11.5	100.0	19.3	35.1	45.6	100.0

\* Monday-Friday, sign-on to 4:30 p.m.



Table VII-1. Television Programme Time: Adult Hours  
on the Individual Stations by Class of Station,  
January 15-21, 1956.

Station and City	Time on the Air	
	In Minutes	In Hours
CBC Stations (English)		
Interconnected:		
CBMT, Montreal	1,407	23.4
CBOT, Ottawa	1,447	24.1
CBLT, Toronto	1,433	23.9
Non-connected:		
CBHT, Halifax	1,476	24.6
CBUT, Vancouver	1,463	24.4
CBWT, Winnipeg	1,574	26.2
TOTAL CBC ENGLISH	8,800	146.7
CBC Stations (French)		
Interconnected:		
CBFT, Montreal	1,058	17.6
CBOFT, Ottawa	1,054	17.6
TOTAL CBC FRENCH	2,112	35.2
Private Stations (English)		
Interconnected:		
CKVR-TV, Barrie	935	15.6
CHCH-TV, Hamilton	1,573	26.2
CKWS-TV, Kingston	1,507	25.1
CKCO-TV, Kitchener	1,465	24.4
CFPL-TV, London	1,653	27.6
CHEX-TV, Peterborough	1,066	17.8
CKLW-TV, Windsor	1,596	26.6
CKNX-TV, Wingham	1,435	23.9
Non-connected:		
CKX-TV, Brandon	967	16.1
CHCT-TV, Calgary	1,421	23.7
CFRN-TV, Edmonton	1,345	22.4
CJLH-TV, Lethbridge	1,397	23.3
CKCW-TV, Moncton	1,448	24.1
CKGN-TV, North Bay	920	15.3
CFPA-TV, Port Arthur	1,165	19.4
CKCK-TV, Regina	1,309	21.8
CHSJ-TV, Saint John	1,437	24.0
CFQC-TV, Saskatoon	1,396	23.3
CJIC-TV, Sault Ste. Marie	1,386	23.1
CJON-TV, St. Johns	1,497	25.0
CKSO-TV, Sudbury	1,494	24.9
CJCB-TV, Sydney	1,285	21.4
TOTAL PRIVATE ENGLISH	29,697	495.0
Private Stations (French)		
Interconnected:		
CFCM-TV, Quebec	1,290	21.5
Non-connected:		
CKRS-TV, Jonquiere	920	15.3
CJBR-TV, Rimouski	1,005	16.8
TOTAL PRIVATE FRENCH	3,215	53.6
TOTALS:		
CBC Stations	10,912	181.9
Private Stations	32,912	548.5
English Stations	38,497	641.6
French Stations	5,327	88.8
All Stations	43,824	730.4
Two U. S. Border Stations		
WBEN-TV, Buffalo	1,500	25.0
WXYZ-TV, Detroit	1,405	23.4

Table VII-2. Television Programme Time by Class of Programme:  
Adult Hours\* on CBC Stations (English and French),  
January 15-21, 1956

Class of Programme	CBC Stations			
	English		French	
	Minutes	Percent	Minutes	Percent
1. News and Weather	469	5.3	140	6.6
2. Nature and Science	210	2.4	--	-
3. Foreign Lands and Peoples	206	2.3	--	-
4. Political & Other Public Aff.	435	4.9	120	5.7
5. Social & Human Relations	--	-	60	2.8
6. Misc. Information	--	-	--	-
7. Canadian Activities & Heritage	140	1.6	--	-
8. "Feedback" Programmes	--	-	--	-
9. Religion	56	0.6	--	-
10. Fine Arts, Literature, etc.	--	-	30	1.4
11. Dance	182	2.1	--	-
12. Agriculture, Fisheries, etc.	--	-	--	-
13. Family Living & Shopping	--	-	60	2.8
13a. Family Living	--	-	60	2.8
13b. Merchandising	--	-	--	-
14. Music Programmes	846	9.6	180	8.5
14a. Serious	132	1.5	120	5.7
14b. Light	154	1.7	60	2.8
14c. Popular & Dance	500	5.7	--	-
14d. Folk, Western, Old, etc.	60	0.7	--	-
15. Drama Programmes	4,161	47.3	772	36.6
15a. Serious	477	5.4	150	7.1
15b. Domestic	330	3.7	60	2.8
15c. Comedy	536	6.1	202	9.6
15d. Crime, Western, Action, etc.	2,279	25.9	120	5.7
15e. Romantic	300	3.4	240	11.4
15f. Musical Comedy	--	-	--	-
15g. Other	239	2.8	--	-
16. Variety	722	8.2	120	5.7
17. Personalities	--	-	--	-
18. Quiz, Games and Contests	30	0.3	240	11.4
19. Sports Programmes	1,343	15.4	390	18.5
19a. Sports News & Interviews	210	2.4	134	6.3
19b. Sports Events	1,133	13.0	256	12.2
20. Children's Programmes	--	-	--	-
20a. Youth Educational Progs.	--	-	--	-
20b-f. Children's Drama	--	-	--	-
20b. Crime, Western, etc.	--	-	--	-
20c. Comedy	--	-	--	-
20d. Fairy Tales	--	-	--	-
20e. Serious	--	-	--	-
20f. Other	--	-	--	-
20g. Children's Variety	--	-	--	-
20h. Quiz, Games & Contests	--	-	--	-
20i. Other Children's Progs.	--	-	--	-
21. Programme Promotion	--	-	--	-
TOTALS	8,800	100.0	2,112	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-3-A. Television Programme Time by Class of Programme:  
Adult Hours\* on Private Stations (English and French),  
January 15-21, 1956.

Class of Programme	Private Stations			
	English		French	
	Minutes	Percent	Minutes	Percent
1. News and Weather	2,112	7.1	367	11.5
2. Nature and Science	550	1.8	-	-
3. Foreign Lands and Peoples	479	1.6	17	0.5
4. Political & Other Public Aff.	1,146	3.9	55	1.7
5. Social and Human Relations	125	0.4	120	3.7
6. Misc. Information	91	0.3	-	-
7. Canadian Activities & Heritage	413	1.4	120	3.8
8. "Feedback" Programmes	-	-	-	-
9. Religion	248	0.8	-	-
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	60	0.2	-	-
12. Agriculture, Fisheries, etc.	30	0.1	-	-
13. Family Living & Shopping	292	1.0	32	1.0
13a. Family Living	77	0.3	32	1.0
13b. Merchandising	215	0.7	-	-
14. Music Programmes	3,347	11.3	354	11.0
14a. Serious	534	1.8	120	3.7
14b. Light	328	1.1	152	4.7
14c. Popular and Dance	2,215	7.5	52	1.6
14d. Folk, Western, Old, etc.	270	0.9	30	1.0
15. Drama Programmes	14,319	48.2	1,216	37.8
15a. Serious	1,568	5.3	180	5.6
15b. Domestic	1,031	3.5	93	2.9
15c. Comedy	1,407	4.7	96	3.0
15d. Crime, Western, etc.	7,888	26.6	393	12.2
15e. Romantic	1,487	5.0	364	11.3
15f. Musical Comedy	246	0.8	-	-
15g. Other	692	2.3	90	2.8
16. Variety	2,144	7.2	271	8.4
17. Personalities	77	0.3	247	7.7
18. Quiz, Games and Contests	452	1.5	-	-
19. Sports Programmes	3,456	11.6	416	12.9
19a. Sports News & Interviews	398	1.3	-	-
19b. Sports Events	3,058	10.3	416	12.9
20. Children's Programmes	318	1.1	-	-
20a. Youth Educational Progs.	14	0.1	-	-
20b-f. Children's Drama	304	1.0	-	-
20b. Crime, Western, etc.	304	1.0	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	38	0.2	-	-
TOTALS	29,697	100.0	3,215	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-3B. Television Programme Time by Class of Programme: Adult Hours\*  
on All Stations (CBC and Private),  
January 15-21, 1956.

Class of Programme	All Stations			
	CBC Stations		Private Stations	
	Minutes	Percent	Minutes	Percent
1. News and Weather	609	5.6	2,479	7.5
2. Nature and Science	210	1.9	550	1.7
3. Foreign Lands and Peoples	206	1.9	496	1.5
4. Political & Other Public Aff.	555	5.1	1,201	3.6
5. Social and Human Relations	60	0.5	245	0.7
6. Misc. Information	-	-	91	0.3
7. Canadian Activities & Heritage	140	1.3	533	1.6
8. "Feedback" Programmes	-	-	-	-
9. Religion	56	0.5	248	0.7
10. Fine Arts, Literature, etc.	30	0.3	-	-
11. Dance	182	1.7	60	0.2
12. Agriculture, Fisheries, etc.	-	-	30	0.1
13. Family Living & Shopping	60	0.5	324	1.0
13a. Family Living	60	0.5	109	0.3
13b. Merchandising	-	-	215	0.7
14. Music Programmes	1,026	9.4	3,701	11.2
14a. Serious	252	2.3	654	2.0
14b. Light	214	2.0	480	1.4
14c. Popular and Dance	500	4.6	2,267	6.9
14d. Folk, Western, Old, etc.	60	0.5	300	0.9
15. Drama Programmes	4,933	45.2	15,535	47.2
15a. Serious	627	5.7	1,748	5.3
15b. Domestic	390	3.6	1,124	3.4
15c. Comedy	738	6.8	1,503	4.6
15d. Crime, Western	2,399	22.0	8,281	25.2
15e. Romantic	540	4.9	1,851	5.6
15f. Musical Comedy	-	-	246	0.7
15g. Other	239	2.2	782	2.4
16. Variety	842	7.7	2,415	7.3
17. Personalities	-	-	324	1.0
18. Quiz, Games and Contests	270	2.5	452	1.4
19. Sports Programmes	1,733	15.9	3,872	11.8
19a. Sports News & Interviews	344	3.2	398	1.2
19b. Sports Events	1,389	12.7	3,474	10.6
20. Children's Programmes	-	-	318	1.0
20a. Youth Educational Progs.	-	-	14	0.1
20b-f. Children's Drama	-	-	304	0.9
20b. Crime, Western, etc.	-	-	304	0.9
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	38	0.2
TOTALS	10,912	100.0	32,912	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.



Table VII-4-A. Television Programme Time by Class of Programme:  
Adult Hours\* on All Stations (English and French),  
January 15-21, 1956

Class of Programme	All Stations			
	English		French	
	Minutes	Percent	Minutes	Percent
1. News and Weather	2,581	6.7	507	9.5
2. Nature and Science	760	2.0	-	-
3. Foreign Lands and Peoples	685	1.8	17	0.3
4. Political and Other Pub. Aff.	1,581	4.1	175	3.3
5. Social & Human Relations	125	0.3	180	3.4
6. Misc. Information	91	0.2	-	-
7. Canadian Activities & Heritage	553	1.4	120	2.3
8. "Feedback" Programmes	-	-	-	-
9. Religion	304	0.8	-	-
10. Fine Arts, Literature, etc.	-	-	30	0.6
11. Dance	242	0.6	-	-
12. Agriculture, Fisheries, etc.	30	0.1	-	-
13. Family Living & Shopping	292	0.8	92	1.7
13a. Family Living	77	0.2	92	1.7
13b. Merchandising	215	0.6	-	-
14. Music Programmes	4,193	10.9	534	10.0
14a. Serious	666	1.7	240	4.5
14b. Light	482	1.3	212	4.0
14c. Popular and Dance	2,715	7.0	52	1.0
14d. Folk, Western, Old, etc.	330	0.9	30	0.5
15. Drama Programmes	18,480	48.0	1,988	37.3
15a. Serious	2,045	5.3	330	6.2
15b. Domestic	1,361	3.6	153	2.9
15c. Comedy	1,943	5.0	298	5.6
15d. Crime, Western, etc.	10,167	26.4	513	9.6
15e. Romantic	1,787	4.6	604	11.3
15f. Musical Comedy	246	0.6	-	-
15g. Other	931	2.5	90	1.7
16. Variety	2,866	7.4	391	7.3
17. Personalities	77	0.2	247	4.6
18. Quiz, Games and Contests	482	1.3	240	4.5
19. Sports Programmes	4,799	12.5	806	15.2
19a. Sports News & Interviews	608	1.6	134	2.6
19b. Sports Events	4,191	10.9	672	12.6
20. Children's Programmes	318	0.8	-	-
20a. Youth Educational Progs.	14	**	-	-
20b-f. Children's Drama	304	0.8	-	-
20b. Crime, Western, etc.	304	0.8	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	38	0.1	-	-
TOTALS	38,497	100.0	5,327	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

\*\* Less than .05 percent.

Table VII-4-B. Television Programme Time by Class of Programme:  
 Adult Hours\* on All Stations and Two U. S. Border Stations,  
 January 15-21, 1956

Class of Programme	All Canadian TV Stations		Two U. S. Border Stations	
	Minutes	Percent	Minutes	Percent
1. News and Weather	3,088	7.1	225	7.7
2. Nature and Science	760	1.7	30	1.0
3. Foreign Lands and Peoples	702	1.6	-	-
4. Political & Other Public Aff.	1,756	4.1	-	-
5. Social & Human Relations	305	0.7	-	-
6. Misc. Information	91	0.2	-	-
7. Canadian Activities & Heritage	673	1.5	-	-
8. "Feedback" Programmes	-	-	-	-
9. Religion	304	0.7	-	-
10. Fine Arts, Literature, etc.	30	0.1	-	-
11. Dance	242	0.5	-	-
12. Agriculture, Fisheries, etc.	30	0.1	-	-
13. Family Living & Shopping	384	0.9	-	-
13a. Family Living	169	0.4	-	-
13b. Merchandising	215	0.5	-	-
14. Music Programmes	4,727	10.8	90	3.1
14a. Serious	906	2.1	-	-
14b. Light	694	1.6	-	-
14c. Popular and Dance	2,767	6.3	90	3.1
14d. Folk, Western, Old, etc.	360	0.8	-	-
15. Drama Programmes	20,468	46.7	2,020	69.5
15a. Serious	2,375	5.4	165	5.7
15b. Domestic	1,514	3.5	90	3.1
15c. Comedy	2,241	5.1	340	11.7
15d. Crime, Western, etc.	10,680	24.4	1,325	45.6
15e. Romantic	2,391	5.4	30	1.0
15f. Musical Comedy	246	0.6	-	-
15g. Other	1,021	2.3	70	2.4
16. Variety	3,257	7.4	165	5.7
17. Personalities	324	0.7	30	1.0
18. Quiz, Games and Contests	722	1.6	300	10.3
19. Sports Programmes	5,605	12.8	45	1.7
19a. Sports News & Interviews	742	1.7	-	-
19b. Sports Events	4,863	11.1	45	1.7
20. Children's Programmes	318	0.7	-	-
20a. Youth Educational Progs.	14	#	-	-
20b-f. Children's Drama	304	0.7	-	-
20b. Crime, Western, etc.	304	0.7	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	38	0.1	-	-
TOTALS	43,824	100.0	2,905	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

# Less than .05 percent.

Table VII-5. Television Programme Time by Nationality of Source:  
Adult Hours\* by Class of Station,  
January 15-21, 1956

Class of Station	Canadian	United	Other	Total
		States		
		(in minutes)		
CBC Stations (English)	3,850	4,535	415	8,800
CBC Stations (French)	1,580	60	472	2,112
Total CBC Stations	5,430	4,595	887	10,912
Private Stations (English)	12,724	16,253	720	29,697
Private Stations (French)	2,305	419	491	3,215
Total Private Stations	15,029	16,672	1,211	32,912
All Stations (English)	16,574	20,788	1,135	38,497
All Stations (French)	3,885	479	963	5,327
Total All Stations	20,459	21,267	2,098	43,824
Two U. S. Border Stations	-	2,830	75	2,905
		(in percent)		
CBC Stations (English)	43.7	51.5	4.8	100.0
CBC Stations (French)	74.8	2.9	22.3	100.0
Total CBC Stations	49.8	42.1	8.1	100.0
Private Stations (English)	42.9	54.7	2.4	100.0
Private Stations (French)	71.7	13.0	15.3	100.0
Total Private Stations	45.7	50.6	3.7	100.0
All Stations (English)	43.1	54.0	2.9	100.0
All Stations (French)	72.9	9.0	18.1	100.0
Total All Stations	46.7	48.5	4.8	100.0
Two U. S. Border Stations	-	97.4	2.6	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-6. Television Programme Time by Origin Within Canada:  
 Adult Hours\* by Class of Station,  
 January 15-21, 1956

Class of Station	Local Live	Local Recorded (in minutes)	Network	Total
CBC Stations (English)	584	2,545	5,671	8,800
CBC Stations (French)	-	-	2,112	2,112
Total CBC Stations	584	2,545	7,783	10,912
Private Stations (English)	1,642	9,690	18,365	29,697
Private Stations (French)	208	646	2,361	3,215
Total Private Stations	1,850	10,336	20,726	32,912
All Stations (English)	2,226	12,235	24,036	38,497
All Stations (French)	208	646	4,473	5,327
Total All Stations	2,434	12,881	28,509	43,824
Two U. S. Border Stations	330	1,300	1,275	2,905
			(in percent)	
CBC Stations (English)	6.6	28.9	64.5	100.0
CBC Stations (French)	-	-	100.0	100.0
Total CBC Stations	5.4	23.3	71.3	100.0
Private Stations (English)	5.5	32.6	61.9	100.0
Private Stations (French)	6.5	20.1	73.4	100.0
Total Private Stations	5.6	31.4	63.0	100.0
All Stations (English)	5.8	31.8	62.4	100.0
All Stations (French)	3.9	12.1	84.0	100.0
Total All Stations	5.6	29.4	65.0	100.0
Two U. S. Border Stations	11.4	44.7	43.9	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.



Table VII-7-A. Television Programme Time, by Class of Station,  
Daytime Hours\*: Composition by Country of Source  
of Local Live, Recorded Local and Network Programmes

Origin Within Canada and Class of Station	Nationality of Source							
	Canadian		United States		Other		Total	
	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent
<b>Local Live</b>								
CBC - English	584	100.0	-	-	-	-	584	100.0
CBC - French	-	-	-	-	-	-	-	-
CBC - Total	584	100.0	-	-	-	-	584	100.0
Private - English	1,642	100.0	-	-	-	-	1,642	100.0
Private - French	208	100.0	-	-	-	-	208	100.0
Private - Total	1,850	100.0	-	-	-	-	1,850	100.0
All - English	2,226	100.0	-	-	-	-	2,226	100.0
All - French	208	100.0	-	-	-	-	208	100.0
All - Total	2,434	100.0	-	-	-	-	2,434	100.0
Two U. S. Border Stations	-	-	330	100.0	-	-	330	100.0
<b>Recorded Local</b>								
CBC - English	-	-	2,130	83.7	415	16.3	2,545	100.0
CBC - French	-	-	-	-	-	-	-	-
CBC - Total	-	-	2,130	83.7	415	16.3	2,545	100.0
Private - English	250	2.6	8,720	90.0	720	7.4	9,690	100.0
Private - French	66	10.2	179	27.7	401	62.1	646	100.0
Private - Total	316	3.1	8,899	86.1	1,121	10.8	10,336	100.0
All - English	250	2.0	10,850	88.7	1,135	9.3	12,235	100.0
All - French	66	10.2	179	27.7	401	62.1	646	100.0
All - Total	316	2.5	11,029	85.6	1,536	11.9	12,881	100.0
Two U. S. Border Stations	-	-	1,225	94.2	75	5.8	1,300	100.0
<b>Network</b>								
CBC - English	3,266	57.6	2,405	42.4	-	-	5,671	100.0
CBC - French	1,580	74.8	60	2.9	472	22.3	2,112	100.0
CBC - Total	4,846	62.3	2,465	31.7	472	6.0	7,783	100.0
Private - English	10,832	59.0	7,533	41.0	-	-	18,365	100.0
Private - French	2,031	86.0	240	10.2	90	3.8	2,361	100.0
Private - Total	12,863	62.1	7,773	37.5	90	.4	20,726	100.0
All - English	14,098	58.6	9,938	41.4	-	-	24,036	100.0
All - French	3,611	80.7	300	6.7	562	12.6	4,473	100.0
All - Total	17,709	62.1	10,238	35.9	562	2.0	28,509	100.0
Two U. S. Border Stations	-	-	1,275	100.0	-	-	1,275	100.0
<b>Total</b>								
CBC - English	3,850	43.8	4,535	51.5	415	4.7	8,800	100.0
CBC - French	1,580	74.8	60	2.9	472	22.3	2,112	100.0
CBC - Total	5,430	49.8	4,595	47.1	887	8.1	10,912	100.0
Private - English	12,724	42.8	16,253	54.7	720	2.5	29,697	100.0
Private - French	2,305	71.7	419	13.0	491	15.3	3,215	100.0
Private - Total	15,029	45.7	16,672	50.6	1,211	3.7	32,912	100.0
All - English	16,574	43.1	20,788	54.0	1,135	2.9	38,497	100.0
All - French	3,885	72.9	479	9.0	963	18.1	5,327	100.0
All - Total	20,459	46.7	21,267	48.5	2,098	4.8	43,824	100.0
Two U. S. Border Stations	-	-	2,830	97.4	75	2.6	2,905	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

Table VII-7-B. Television Programme Time, by Class of Station,  
Adult Hours\*: Composition by Origin Within Canada of  
Canadian, United States and Other Programmes

Origin Within Canada and Class of Station	Nationality of Source							
	Canadian		United States		Other		Total	
	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent	Min- utes	Per- cent
<b>Local Live</b>								
CBC - English	584	15.2	-	-	-	-	584	6.7
CBC - French	-	-	-	-	-	-	-	-
CBC - Total	584	10.8	-	-	-	-	584	5.4
Private - English	1,642	12.9	-	-	-	-	1,642	5.5
Private - French	208	9.0	-	-	-	-	208	6.5
Private - Total	1,850	12.3	-	-	-	-	1,850	5.6
All - English	2,226	13.4	-	-	-	-	2,226	5.8
All - French	208	5.4	-	-	-	-	208	3.9
All - Total	2,434	11.9	-	-	-	-	2,434	5.6
Two U. S.								
Border Stations	-	-	330	11.7	-	-	330	11.4
<b>Recorded Local</b>								
CBC - English	-	-	2,130	47.0	415	100.0	2,545	28.9
CBC - French	-	-	-	-	-	-	-	-
CBC - Total	-	-	2,130	46.4	415	46.8	2,545	23.3
Private - English	250	2.0	8,720	53.6	720	100.0	9,690	32.6
Private - French	66	2.9	179	42.7	401	81.7	646	20.1
Private - Total	316	2.1	8,899	53.4	1,121	92.6	10,336	31.4
All - English	250	1.5	10,850	52.2	1,135	100.0	12,235	31.8
All - French	66	1.7	179	37.4	401	41.6	646	12.1
All - Total	316	1.5	11,029	51.8	1,536	73.2	12,881	29.4
Two U. S.								
Border Stations	-	-	1,225	43.3	75	100.0	1,300	44.8
<b>Network</b>								
CBC - English	3,266	84.8	2,405	53.0	-	-	5,671	64.4
CBC - French	1,580	100.0	60	100.0	472	100.0	2,112	100.0
CBC - Total	4,846	89.2	2,465	53.6	472	53.2	7,783	71.3
Private - English	10,832	85.1	7,533	46.3	-	-	18,365	61.9
Private - French	2,031	88.1	240	57.3	90	18.3	2,361	73.4
Private - Total	12,863	85.6	7,773	46.6	90	7.4	20,726	63.0
All - English	14,098	85.1	9,938	47.8	-	-	24,036	62.4
All - French	3,611	92.9	300	62.6	562	58.4	4,473	84.0
All - Total	17,709	86.6	10,238	48.2	562	26.8	28,509	65.0
Two U. S.								
Border Stations	-	-	1,275	45.0	-	-	1,275	43.8
<b>Total</b>								
CBC - English	3,850	100.0	4,535	100.0	415	100.0	8,800	100.0
CBC - French	1,580	100.0	60	100.0	472	100.0	2,112	100.0
CBC - Total	5,430	100.0	4,595	100.0	887	100.0	10,912	100.0
Private - English	12,724	100.0	16,253	100.0	720	100.0	29,697	100.0
Private - French	2,305	100.0	419	100.0	491	100.0	3,215	100.0
Private - Total	15,029	100.0	16,672	100.0	1,211	100.0	32,912	100.0
All - English	16,574	100.0	20,788	100.0	1,135	100.0	38,497	100.0
All - French	3,885	100.0	479	100.0	963	100.0	5,327	100.0
All - Total	20,459	100.0	21,267	100.0	2,098	100.0	43,824	100.0
Two U. S.								
Border Stations	-	-	2,830	100.0	75	100.0	2,905	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-8-A. Television Programme Time, Commercial and Sustaining;  
and Time Devoted to Advertising: Adult Hours \*  
by Class of Station, January 15-21, 1956.

	Com- mercial	Sus- taining	Total	Advertising Time
	(in minutes)			
CBC Stations (English)	5,311	3,489	8,800	578
CBC Stations (French)	897	1,215	2,112	90
Total CBC Stations	6,208	4,704	10,912	668
Private Stations (English)	18,963	10,734	29,697	2,296
Private Stations (French)	1,515	1,700	3,215	203
Total Private Stations	20,478	12,434	32,912	2,499
All Stations (English)	24,274	14,223	38,497	2,873
All Stations (French)	2,412	2,915	5,327	293
Total All Stations	26,686	17,138	43,824	3,166
	(in percent)			
CBC Stations (English)	60.4	39.6	100.0	6.6
CBC Stations (French)	42.5	57.5	100.0	4.3
Total CBC Stations	56.9	43.1	100.0	6.1
Private Stations (English)	63.9	36.1	100.0	7.7
Private Stations (French)	47.1	52.9	100.0	6.3
Total Private Stations	62.2	37.8	100.0	7.6
All Stations (English)	63.1	36.9	100.0	7.5
All Stations (French)	45.3	54.7	100.0	5.5
Total All Stations	60.9	39.1	100.0	7.2

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-8-B. Television Programme Time: Percent in Commercial and Sustaining Programmes and Percent Devoted to Advertising: Adult Hours on the Individual Stations

Stations by Class of Station	Com- mercial	Sus- taining	Total	Percent of Time Devoted to Advertising
CBC Stations (English)	60.4	39.6	100.0	6.6
Interconnected:	65.8	34.2	100.0	7.8
CBMT, Montreal	67.2	32.8	100.0	7.3
CBOT, Ottawa	76.5	23.5	100.0	9.2
CBLT, Toronto	53.8	46.2	100.0	6.7
Non-connected:	55.1	44.9	100.0	5.4
CBHT, Halifax	44.4	55.6	100.0	4.3
CBUT, Vancouver	42.5	57.5	100.0	5.0
CBWT, Winnipeg	76.9	23.1	100.0	6.9
CBC Stations (French)	42.5	57.5	100.0	4.2
CBFT, Montreal	55.7	44.3	100.0	5.5
CBOFT, Ottawa	29.2	70.8	100.0	3.0
Private Stations (English)	63.8	36.2	100.0	7.7
Interconnected:	64.7	35.3	100.0	8.4
CKVR-TV, Barrie	70.6	29.4	100.0	5.9
CHCH-TV, Hamilton	72.6	27.4	100.0	9.1
CKWS-TV, Kingston	58.1	41.9	100.0	7.5
CKCO-TV, Kitchener	61.1	38.9	100.0	14.0
CFPL-TV, London	53.2	46.8	100.0	6.9
CHEX-TV, Peterborough	66.6	33.4	100.0	8.2
CKLW-TV, Windsor	87.7	12.3	100.0	9.9
CKNX-TV, Wingham	48.8	51.2	100.0	4.9
Non-connected:	63.4	36.6	100.0	7.3
CKX-TV, Brandon	57.1	42.9	100.0	5.9
CHCT-TV, Calgary	79.7	20.3	100.0	9.2
CFRN-TV, Edmonton	79.3	20.7	100.0	9.5
CJLH-TV, Lethbridge	37.9	62.1	100.0	4.0
CKCW-TV, Moncton	42.1	57.9	100.0	5.0
CKGN-TV, North Bay	57.9	42.1	100.0	6.2
CFPA-TV, Port Arthur	56.7	43.3	100.0	5.8
CKCK-TV, Regina	64.5	35.5	100.0	7.9
CHSJ-TV, Saint John	66.5	33.5	100.0	7.2
CFQC-TV, Saskatoon	64.3	35.7	100.0	6.5
CJIC-TV, Sault Ste. Marie	59.0	41.0	100.0	6.3
CJON-TV, St. Johns	77.7	22.3	100.0	9.3
CKSO-TV, Sudbury	76.0	24.0	100.0	10.5
CJCB-TV, Sydney	62.6	37.4	100.0	7.7
Private Stations (French)	47.1	52.9	100.0	6.3
Interconnected:	60.0	40.0	100.0	8.0
CFCM-TV, Quebec	60.0	40.0	100.0	8.0
Non-connected:	38.5	61.5	100.0	5.2
CKRS-TV, Jonquiere	30.5	69.5	100.0	4.1
CJBR-TV, Rimouski	45.8	54.2	100.0	6.3
TOTALS:				
CBC Stations	56.9	43.1	100.0	6.1
Private Stations	62.2	37.8	100.0	7.6
English Stations	63.1	36.9	100.0	7.5
French Stations	45.3	54.7	100.0	5.5
Interconnected Stations	62.1	37.9	100.0	7.8
Non-connected Stations	59.9	40.1	100.0	6.8
All Stations	60.0	39.9	100.0	7.0



Table VII-9. Television Programme Time by Class of Programme and Nationality of Source: Adult Hours\* on CBC Stations (English and French), January 15-21, 1956 (in minutes)

Class of Programme	CBC Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	469	--	--	469	140	--	--	140
2. Nature & Science	--	210	--	210	--	--	--	--
3. Foreign Lands	--	206	--	206	--	--	--	--
4. Pol. & Pub. Aff.	410	25	--	435	120	--	--	120
5. Soc. & Human Rel.	--	--	--	--	60	--	--	60
6. Misc. Information	--	--	--	--	--	--	--	--
7. Canadian Activ.	140	--	--	140	--	--	--	--
8. "Feedback" Progs.	--	--	--	--	--	--	--	--
9. Religion	--	56	--	56	--	--	--	--
10. Fine Arts, etc.	--	--	--	--	--	--	30	30
11. Dance	182	--	--	182	--	--	--	--
12. Agriculture, etc.	--	--	--	--	--	--	--	--
13. Fam. Living, etc.	--	--	--	--	60	--	--	60
13a. Family Living	--	--	--	--	60	--	--	60
13b. Merchandising	--	--	--	--	--	--	--	--
14. Music Programmes	744	102	--	846	180	--	--	180
14a. Serious	60	72	--	132	120	--	--	120
14b. Light	154	--	--	154	60	--	--	60
14c. Popular	470	30	--	500	--	--	--	--
14d. Folk, etc.	60	--	--	60	--	--	--	--
15. Drama Programmes	360	3,386	415	4,161	270	60	442	772
15a. Serious	300	177	--	477	150	--	--	150
15b. Domestic	--	330	--	330	60	--	--	60
15c. Comedy	60	396	80	536	--	--	202	202
15d. Crime, etc.	--	2,026	253	2,279	60	60	--	120
15e. Romantic	--	218	82	300	--	--	240	240
15f. Musical Com.	--	--	--	--	--	--	--	--
15g. Other	--	239	--	239	--	--	--	--
16. Variety	511	211	--	722	120	--	--	120
17. Personalities	--	--	--	--	--	--	--	--
18. Quiz, Games, etc.	--	30	--	30	240	--	--	240
19. Sports Progs.	1,034	309	--	1,343	390	--	--	390
19a. News	210	--	--	210	134	--	--	134
19b. Events	824	309	--	1,133	256	--	--	256
20. Children's Progs.	--	--	--	--	--	--	--	--
20a. Youth Educ.	--	--	--	--	--	--	--	--
20b-f. Drama	--	--	--	--	--	--	--	--
20b. Crime, etc.	--	--	--	--	--	--	--	--
20c. Comedy	--	--	--	--	--	--	--	--
20d. Fairy Tales	--	--	--	--	--	--	--	--
20e. Serious	--	--	--	--	--	--	--	--
20f. Other	--	--	--	--	--	--	--	--
20g. Variety	--	--	--	--	--	--	--	--
20h. Quiz, etc.	--	--	--	--	--	--	--	--
20i. Other	--	--	--	--	--	--	--	--
21. Prog. Promo.	--	--	--	--	--	--	--	--
TOTALS	3,850	4,535	415	8,800	1,580	60	472	2,112

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-10. Television Programme Time by Class of Programme and Nationality of Source: Adult Hours\* on Private Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	Private Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	2,112	-	-	2,112	367	-	-	367
2. Nature & Science	14	536	-	550	-	-	-	-
3. Foreign Lands	-	479	-	479	17	-	-	17
4. Pol. & Pub. Aff.	1,146	-	-	1,146	55	-	-	55
5. Soc. & Human Rel.	120	5	-	125	120	-	-	120
6. Misc. Information	-	-	91	91	-	-	-	-
7. Canadian Activ.	413	-	-	413	120	-	-	120
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	30	218	-	248	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	60	-	-	60	-	-	-	-
12. Agriculture, etc.	30	-	-	30	-	-	-	-
13. Fam. Living, etc.	136	156	-	292	32	-	-	32
13a. Family Living	77	-	-	77	32	-	-	32
13b. Merchandising	59	156	-	215	-	-	-	-
14. Music Programmes	3,081	266	-	3,347	354	-	-	354
14a. Serious	534	-	-	534	120	-	-	120
14b. Light	240	88	-	328	152	-	-	152
14c. Popular	2,037	178	-	2,215	52	-	-	52
14d. Folk, etc.	270	-	-	270	30	-	-	30
15. Drama Programmes	1,169	12,521	629	14,319	454	271	491	1,216
15a. Serious	869	629	70	1,568	180	-	-	180
15b. Domestic	-	1,031	-	1,031	93	-	-	93
15c. Comedy	270	1,077	60	1,407	-	-	96	96
15d. Crime, etc.	30	7,536	322	7,888	91	271	31	393
15e. Romantic	-	1,400	87	1,487	90	-	274	364
15f. Musical Com.	-	246	-	246	-	-	-	-
15g. Other	-	602	90	692	-	-	90	90
16. Variety	1,676	468	-	2,144	211	60	-	271
17. Personalities	-	77	-	77	247	-	-	247
18. Quiz, Games, etc.	34	418	-	452	-	-	-	-
19. Sports Progs.	2,665	791	-	3,456	328	88	-	416
19a. News	383	15	-	398	-	-	-	-
19b. Events	2,282	776	-	3,058	328	88	-	416
20. Children's Progs.	-	318	-	318	-	-	-	-
20a. Youth Educ.	-	14	-	14	-	-	-	-
20b-f. Drama	-	304	-	304	-	-	-	-
20b. Crime, etc.	-	304	-	304	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	38	-	-	38	-	-	-	-
TOTALS	12,724	16,253	720	29,697	2,305	419	491	3,215

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-11. Television Programme Time by Class of Programme and Nationality of Source: Adult Hours\* on All Stations (English and French), January 15-21, 1956.  
(in minutes)

Class of Programme	All Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	2,581	-	-	2,581	507	-	-	507
2. Nature & Science	14	746	-	760	-	-	-	-
3. Foreign Lands	-	685	-	685	17	-	-	17
4. Pol. & Pub. Aff.	1,556	25	-	1,581	175	-	-	175
5. Soc. & Human Rel.	120	5	-	125	180	-	-	180
6. Misc. Information	-	-	91	91	-	-	-	-
7. Canadian Activ.	553	-	-	553	120	-	-	120
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	30	274	-	304	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	30	30
11. Dance	242	-	-	242	-	-	-	-
12. Agriculture, etc.	30	-	-	30	-	-	-	-
13. Fam. Living, etc.	136	156	-	292	92	-	-	92
13a. Family Living	77	-	-	77	92	-	-	92
13b. Merchandising	59	156	-	215	-	-	-	-
14. Music Programmes	3,825	368	-	4,193	534	-	-	534
14a. Serious	594	72	-	666	240	-	-	240
14b. Light	394	88	-	482	212	-	-	212
14c. Popular	2,507	208	-	2,715	52	-	-	52
14d. Folk, etc.	330	-	-	330	30	-	-	30
15. Drama Programmes	1,529	15,907	1,044	18,480	724	331	933	1,988
15a. Serious	1,169	806	70	2,045	330	-	-	330
15b. Domestic	-	1,361	-	1,361	153	-	-	153
15c. Comedy	330	1,473	140	1,943	-	-	298	298
15d. Crime, etc.	30	9,562	575	10,167	151	331	31	513
15e. Romantic	-	1,618	169	1,787	90	-	514	604
15f. Musical Com.	-	246	-	246	-	-	-	-
15g. Other	-	841	90	931	-	-	90	90
16. Variety	2,187	679	-	2,866	331	60	-	391
17. Personalities	-	77	-	77	247	-	-	247
18. Quiz, Games, etc.	34	448	-	482	240	-	-	240
19. Sports Progs.	3,699	1,100	-	4,799	718	88	-	806
19a. News	593	15	-	608	134	-	-	134
19b. Events	3,106	1,085	-	4,191	584	88	-	672
20. Children's Progs.	-	318	-	318	-	-	-	-
20a. Youth Educ.	-	14	-	14	-	-	-	-
20b-f. Drama	-	304	-	304	-	-	-	-
20b. Crime, etc.	-	304	-	304	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	38	-	-	38	-	-	-	-
TOTALS	16,574	20,788	1,135	38,497	3,885	479	963	5,327

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-12. Television Programme Time by Class of Programme and Nationality of Source: Adult Hours\* on All Stations (CBC and Private), January 15-21, 1956. (in minutes)

Class of Programme	All Stations							
	CBC Stations				Private Stations			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	609	-	-	609	2,479	-	-	2,479
2. Nature & Science	-	210	-	210	14	536	-	550
3. Foreign Lands	-	206	-	206	17	479	-	496
4. Pol. & Pub. Aff.	530	25	-	555	1,201	-	-	1,201
5. Soc. & Human Rel.	60	-	-	60	240	5	-	245
6. Misc. Information	-	-	-	-	-	-	91	91
7. Canadian Activ.	140	-	-	140	533	-	-	533
8. "Feedback" Prog.	-	-	-	-	-	-	-	-
9. Religion	-	56	-	56	30	218	-	248
10. Fine Arts, etc.	-	-	30	30	-	-	-	-
11. Dance	182	-	-	182	60	-	-	60
12. Agriculture, etc.	-	-	-	-	30	-	-	30
13. Fam. Living, etc.	60	-	-	60	168	156	-	324
13a. Family Living	60	-	-	60	109	-	-	109
13b. Merchandising	-	-	-	-	59	156	-	215
14. Music Programmes	924	102	-	1,026	3,435	266	-	3,701
14a. Serious	180	72	-	252	654	-	-	654
14b. Light	214	-	-	214	392	88	-	480
14c. Popular	470	30	-	500	2,089	178	-	2,267
14d. Folk, etc.	60	-	-	60	300	-	-	300
15. Drama Programmes	630	3,446	857	4,933	1,623	12,792	1,120	15,535
15a. Serious	450	177	-	627	1,049	629	70	1,748
15b. Domestic	60	330	-	390	93	1,031	-	1,124
15c. Comedy	60	396	282	738	270	1,077	156	1,503
15d. Crime, etc.	60	2,086	253	2,399	121	7,807	353	8,281
15e. Romantic	-	218	322	540	90	1,400	361	1,851
15f. Musical Com.	-	-	-	-	-	246	-	246
15g. Other	-	239	-	239	-	602	180	782
16. Variety	631	211	-	842	1,887	528	-	2,415
17. Personalities	-	-	-	-	247	77	-	324
18. Quiz, Games, etc.	240	30	-	270	34	418	-	452
19. Sports Progs.	1,424	309	-	1,733	2,993	879	-	3,872
19a. News	344	-	-	344	383	15	-	398
19b. Events	1,080	309	-	1,389	2,610	864	-	3,474
20. Children's Progs.	-	-	-	-	-	318	-	318
20a. Youth Educ.	-	-	-	-	-	14	-	14
20b-f. Drama	-	-	-	-	-	304	-	304
20b. Crime, etc.	-	-	-	-	-	304	-	304
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	38	-	-	38
TOTALS	5,430	4,595	887	10,912	15,029	16,672	1,211	32,912

\* Monday - Sunday, 9:00 p.m. to sign-off.



Table VII-13. Television Programme Time by Class of Programme and Nationality of Source: Adult Hours\* on All Stations and Two U.S. Border Stations, January 15-21, 1956.  
(in minutes)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	3,088	-	-	3,088	-	225	-	225
2. Nature & Science	14	746	-	760	-	30	-	30
3. Foreign Lands	17	685	-	702	-	-	-	-
4. Pol. & Pub. Aff.	1,731	25	-	1,756	-	-	-	-
5. Soc. & Human Rel.	300	5	-	305	-	-	-	-
6. Misc. Information	-	-	91	91	-	-	-	-
7. Canadian Activ.	673	-	-	673	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	30	274	-	304	-	-	-	-
10. Fine Arts, etc.	-	-	30	30	-	-	-	-
11. Dance	242	-	-	242	-	-	-	-
12. Agriculture, etc.	30	-	-	30	-	-	-	-
13. Fam. Living, etc.	228	156	-	384	-	-	-	-
13a. Family Living	169	-	-	169	-	-	-	-
13b. Merchandising	59	156	-	215	-	-	-	-
14. Music Programmes	4,359	368	-	4,727	-	90	-	90
14a. Serious	834	72	-	906	-	-	-	-
14b. Light	606	88	-	694	-	-	-	-
14c. Popular	2,559	208	-	2,767	-	90	-	90
14d. Folk, etc.	360	-	-	360	-	-	-	-
15. Drama Programmes	2,253	16,238	1,977	20,468	-	1,945	75	2,020
15a. Serious	1,499	806	70	2,375	-	165	-	165
15b. Domestic	153	1,361	-	1,514	-	90	-	90
15c. Comedy	330	1,473	438	2,241	-	340	-	340
15d. Crime, etc.	181	9,893	606	10,680	-	1,250	75	1,325
15e. Romantic	90	1,618	683	2,391	-	30	-	30
15f. Musical Com.	-	246	-	246	-	-	-	-
15g. Other	-	841	180	1,021	-	70	-	70
16. Variety	2,518	739	-	3,257	-	165	-	165
17. Personalities	247	77	-	324	-	30	-	30
18. Quiz, Games, etc.	274	448	-	722	-	300	-	300
19. Sports Progs.	4,417	1,188	-	5,605	-	45	-	45
19a. News	727	15	-	742	-	-	-	-
19b. Events	3,690	1,173	-	4,863	-	45	-	45
20. Children's Progs.	-	318	-	318	-	-	-	-
20a. Youth Educ.	-	14	-	14	-	-	-	-
20b-f. Drama	-	304	-	304	-	-	-	-
20b. Crime, etc.	-	304	-	304	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	38	-	-	38	-	-	-	-
TOTALS	20,459	21,267	2,098	43,824	-	2,830	75	2,905

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-13-A-1. Television Programme Time in Programmes Produced in Canada by Percentage in Classes of Programme by Class of Station: Adult Hours\* January 15-21, 1956.

Class of Programme	CBC- English	CBC- French	CBC- Total	Private English	Private- French
1. News & Weather	12.1	8.8	11.2	16.6	15.9
2. Nature & Science	-	-	-	.1	-
3. Foreign Lands	-	-	-	-	.7
4. Pol. & Pub. Aff.	10.6	7.6	9.8	9.0	2.4
5. Soc. & Human Rel.	-	3.8	1.1	.9	5.2
6. Misc. Information	-	-	-	-	-
7. Canadian Activ.	3.7	-	2.6	3.3	5.2
8. "Feedback" Progs.	-	-	-	-	-
9. Religion	-	-	-	.2	-
10. Fine Arts, etc.	-	-	-	-	-
11. Dance	4.7	-	3.4	.5	-
12. Agriculture, etc.	-	-	-	.2	-
13. Fam. Living, etc.	-	3.8	1.1	1.1	1.4
13a. Family Living	-	3.8	1.1	.6	1.4
13b. Merchandising	-	-	-	.5	-
14. Music Programmes	19.3	11.4	17.0	24.2	15.4
14a. Serious	1.6	7.6	3.3	4.2	5.2
14b. Light	4.0	3.8	3.9	1.9	6.6
14c. Popular	12.2	-	8.7	16.0	2.3
14d. Folk, etc.	1.5	-	1.1	2.1	1.3
15. Drama Programmes	9.4	17.1	11.6	9.2	19.7
15a. Serious	7.8	9.5	8.3	6.8	7.8
15b. Domestic	-	3.8	1.1	-	4.0
15c. Comedy	1.6	-	1.1	2.2	-
15d. Crime, etc.	-	3.8	1.1	.2	4.0
15e. Romantic	-	-	-	-	3.9
15f. Musical Com.	-	-	-	-	-
15g. Other	-	-	-	-	-
16. Variety	13.3	7.6	11.6	13.2	9.2
17. Personalities	-	-	-	-	10.7
18. Quiz, Games, etc.	-	15.2	4.4	.3	-
19. Sports Progs.	26.9	24.7	26.2	20.9	14.2
19a. News	5.5	8.5	6.3	3.0	-
19b. Events	21.4	16.2	19.9	17.9	14.2
20. Children's Progs.	-	-	-	-	-
20a. Youth Educ.	-	-	-	-	-
20b-f. Drama	-	-	-	-	-
20b. Crime, etc.	-	-	-	-	-
20c. Comedy	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-
20e. Serious	-	-	-	-	-
20f. Other	-	-	-	-	-
20g. Variety	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-
20i. Other	-	-	-	-	-
21. Prog. Promo.	-	-	-	.3	-
TOTALS	100.0	100.0	100.0	100.0	100.0

\* Monday-Sunday, 9:00 p.m. to sign-off.

Table VII-13-A-2. Television Programme Time in Programmes Produced in Canada by Percentage in Classes of Programme by Class of Station: Adult Hours\* January 15-21, 1956.

Class of Programme	Private Total	All English	All French	All Canadian
1. News & Weather	16.5	15.6	13.1	15.1
2. Nature & Science	.1	.1	-	.1
3. Foreign Lands	.1	-	.4	.1
4. Pol. & Pub. Aff.	8.0	9.4	4.5	8.5
5. Soc. & Human Rel.	1.6	.7	4.6	1.5
6. Misc. Information	-	-	-	-
7. Canadian Activ.	3.5	3.3	3.1	3.3
8. "Feedback" Progs.	-	-	-	-
9. Religion	.2	.2	-	.1
10. Fine Arts, etc.	-	-	-	-
11. Dance	.4	1.5	-	1.2
12. Agriculture, etc.	.2	.2	-	.1
13. Fam. Living, etc.	1.1	.8	2.4	1.1
13a. Family Living	.7	.5	2.4	.8
13b. Merchandising	.4	.3	-	.3
14. Music Programmes	22.9	23.1	13.7	21.3
14a. Serious	4.4	3.6	6.2	4.1
14b. Light	2.6	2.4	5.5	3.0
14c. Popular	13.9	15.1	1.3	12.5
14d. Folk, etc.	2.0	2.0	.7	1.7
15. Drama Programmes	10.8	9.2	18.6	11.0
15a. Serious	7.0	7.1	8.5	7.3
15b. Domestic	.6	-	3.9	.8
15c. Comedy	1.8	2.0	-	1.6
15d. Crime, etc.	.8	.1	3.9	.9
15e. Romantic	.6	-	2.3	.4
15f. Musical Com.	-	-	-	-
15g. Other	-	-	-	-
16. Variety	12.6	13.2	8.5	12.3
17. Personalities	1.6	-	6.4	1.2
18. Quiz, Games, etc.	.2	.2	6.2	1.3
19. Sports Progs.	19.9	22.3	18.5	21.6
19a. News	2.5	3.6	3.5	3.6
19b. Events	17.4	18.7	15.0	18.0
20. Children's Progs.	-	-	-	-
20a. Youth Educ.	-	-	-	-
20b-f. Drama	-	-	-	-
20b. Crime, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	-	-	-
20h. Quiz, etc.	-	-	-	-
20i. Other	-	-	-	-
21. Prog. Promo.	.3	.2	-	.2
TOTALS	100.0	100.0	100.0	100.0

\* Monday-Sunday, 9:00 p.m. to sign-off.

Table VII-13-B-1. Television Programme Time in Programmes Produced  
in the United States by Percentage in Classes of Programme  
by Class of Station: Adult Hours\* January 15-21, 1956.

Class of Programme	CBC- English	CBC- French	CBC- Total	Private English	Private- French
1. News & Weather	-	-	-	-	-
2. Nature & Science	4.5	-	4.6	3.3	-
3. Foreign Lands	4.5	-	4.5	2.9	-
4. Pol. & Pub. Aff.	.6	-	.5	-	-
5. Soc. & Human Rel.	-	-	-	#	-
6. Misc. Information	-	-	-	-	-
7. Canadian Activ.	-	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-
9. Religion	1.2	-	1.2	1.3	-
10. Fine Arts, etc.	-	-	-	-	-
11. Dance	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-
13. Fam. Living, etc.	-	-	-	1.0	-
13a. Family Living	-	-	-	-	-
13b. Merchandising	-	-	-	1.0	-
14. Music Programmes	2.3	-	2.2	1.6	-
14a. Serious	1.6	-	1.6	-	-
14b. Light	-	-	-	.5	-
14c. Popular	.7	-	.6	1.1	-
14d. Folk, etc.	-	-	-	-	-
15. Drama Programmes	74.7	100.0	75.0	77.0	64.7
15a. Serious	3.9	-	3.9	3.9	-
15b. Domestic	7.3	-	7.2	6.3	-
15c. Comedy	8.7	-	8.6	6.6	-
15d. Crime, etc.	44.7	100.0	45.4	46.4	64.7
15e. Romantic	4.8	-	4.7	8.6	-
15f. Musical Com.	-	-	-	1.5	-
15g. Other	5.3	-	5.2	3.7	-
16. Variety	4.7	-	4.6	2.9	14.3
17. Personalities	-	-	-	.5	-
18. Quiz, Games, etc.	.7	-	.7	2.6	-
19. Sports Progs.	6.8	-	6.7	4.9	21.0
19a. News	-	-	-	.1	-
19b. Events	6.8	-	6.7	4.8	21.0
20. Children's Progs.	-	-	-	2.0	-
20a. Youth Educ.	-	-	-	.1	-
20b-f. Drama	-	-	-	1.9	-
20b. Crime, etc.	-	-	-	1.9	-
20c. Comedy	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-
20e. Serious	-	-	-	-	-
20f. Other	-	-	-	-	-
20g. Variety	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-
20i. Other	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0	100.0

\* Monday-Sunday, 9:00 p.m. to sign-off.

# Less than .05



Table VII-13-B-2. Television Programme Time in Programmes Produced in the United States by Percentage in Classes of Programme by Class of Station: Adult Hours\* January 15-21, 1956.

Class of Programme	Private Total	All English	All French	All Canadian
1. News & Weather	-	-	-	-
2. Nature & Science	3.2	3.6	-	3.5
3. Foreign Lands	2.9	3.2	-	3.2
4. Pol. & Pub. Aff.	-	.1	-	.1
5. Soc. & Human Rel.	#	#	-	#
6. Misc. Information	-	-	-	-
7. Canadian Activ.	-	-	-	-
8. "Feedback" Progs.	-	-	-	-
9. Religion	1.3	1.3	-	1.3
10. Fine Arts, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, etc.	-	-	-	-
13. Fam. Living, etc.	.9	.8	-	.7
13a. Family Living	-	-	-	-
13b. Merchandising	.9	.8	-	.7
14. Music Programmes	1.6	1.8	-	1.7
14a. Serious	-	.4	-	.3
14b. Light	.5	.4	-	.4
14c. Popular	1.1	1.0	-	1.0
14d. Folk, etc.	-	-	-	-
15. Drama Programmes	76.7	76.5	69.1	76.4
15a. Serious	3.8	3.9	-	3.8
15b. Domestic	6.2	6.5	-	6.4
15c. Comedy	6.5	7.1	-	6.9
15d. Crime, etc.	46.8	46.0	69.1	46.5
15e. Romantic	8.4	7.8	-	7.6
15f. Musical Com.	1.5	1.2	-	1.2
15g. Other	3.5	4.0	-	4.0
16. Variety	3.2	3.3	12.5	3.5
17. Personalities	.5	.4	-	.4
18. Quiz, Games, etc.	2.5	2.2	-	2.1
19. Sports Progs.	5.3	5.3	18.4	5.6
19a. News	.1	.1	-	.1
19b. Events	5.2	5.2	18.4	5.5
20. Children's Progs.	1.9	1.5	-	1.5
20a. Youth Educ.	.1	.1	-	.1
20b-f. Drama	1.8	1.4	-	1.4
20b. Crime, etc.	1.8	1.4	-	1.4
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	-	-	-
20h. Quiz, etc.	-	-	-	-
20i. Other	-	-	-	-
21. Prog. Promo.	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0

\* Monday-Sunday, 9:00 p.m. to sign-off.

# Less than .05

Table VII-13-C-1. Television Programme Time in Programmes Produced  
by Other Countries by Percentage in Classes of Programme by  
Class of Station: Adult Hours\* January 15-21, 1956.

Class of Programme	CBC- English	CBC- French	CBC- Total	Private English	Private- French
1. News & Weather	-	-	-	-	-
2. Nature & Science	-	-	-	-	-
3. Foreign Lands	-	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-	-
6. Misc. Information	-	-	-	12.6	-
7. Canadian Activ.	-	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-
9. Religion	-	-	-	-	-
10. Fine Arts, etc.	-	6.4	3.4	-	-
11. Dance	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-
13. Fam. Living, etc.	-	-	-	-	-
13a. Family Living	-	-	-	-	-
13b. Merchandising	-	-	-	-	-
14. Music Programmes	-	-	-	-	-
14a. Serious	-	-	-	-	-
14b. Light	-	-	-	-	-
14c. Popular	-	-	-	-	-
14d. Folk, etc.	-	-	-	-	-
15. Drama Programmes	100.0	93.6	96.6	87.4	100.0
15a. Serious	-	-	-	9.7	-
15b. Domestic	-	-	-	-	-
15c. Comedy	19.3	42.8	31.8	8.3	19.6
15d. Crime, etc.	61.0	-	28.5	44.7	6.3
15e. Romantic	19.7	50.8	36.3	12.1	55.8
15f. Musical Com.	-	-	-	-	-
15g. Other	-	-	-	12.6	18.3
16. Variety	-	-	-	-	-
17. Personalities	-	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-	-
19. Sports Progs.	-	-	-	-	-
19a. News	-	-	-	-	-
19b. Events	-	-	-	-	-
20. Children's Progs.	-	-	-	-	-
20a. Youth Educ.	-	-	-	-	-
20b-f. Drama	-	-	-	-	-
20b. Crime, etc.	-	-	-	-	-
20c. Comedy	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-
20e. Serious	-	-	-	-	-
20f. Other	-	-	-	-	-
20g. Variety	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-
20i. Other	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0	100.0

\* Monday-Sunday, 9:00 p.m. to sign-off.

Table VII-13-C-2. Television Programme Time in Programmes Produced  
by Other Countries by Percentage in Classes of Programme by  
Class of Station: Adult Hours\* January 15-21, 1956.

Class of Programme	Private Total	All English	All French	All Canadian
1. News & Weather	-	-	-	-
2. Nature & Science	-	-	-	-
3. Foreign Lands	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-
6. Misc. Information	7.5	8.0	-	4.4
7. Canadian Activ.	-	-	-	-
8. "Feedback" Progs.	-	-	-	-
9. Religion	-	-	-	-
10. Fine Arts, etc.	-	-	3.1	1.4
11. Dance	-	-	-	-
12. Agriculture, etc.	-	-	-	-
13. Fam. Living, etc.	-	-	-	-
13a. Family Living	-	-	-	-
13b. Merchandising	-	-	-	-
14. Music Programmes	-	-	-	-
14a. Serious	-	-	-	-
14b. Light	-	-	-	-
14c. Popular	-	-	-	-
14d. Folk, etc.	-	-	-	-
15. Drama Programmes	92.5	92.0	96.9	94.2
15a. Serious	5.8	6.2	-	3.3
15b. Domestic	-	-	-	-
15c. Comedy	12.9	12.3	30.9	20.9
15d. Crime, etc.	29.1	50.7	3.2	28.9
15e. Romantic	29.8	14.9	53.4	32.6
15f. Musical Com.	-	-	-	-
15g. Other	14.9	7.9	9.4	8.5
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-
19. Sports Progs.	-	-	-	-
19a. News	-	-	-	-
19b. Events	-	-	-	-
20. Children's Progs.	-	-	-	-
20a. Youth Educ.	-	-	-	-
20b-f. Drama	-	-	-	-
20b. Crime, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	-	-	-
20h. Quiz, etc.	-	-	-	-
20i. Other	-	-	-	-
21. Prog. Promo.	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0

\* Monday-Sunday, 9:00 p.m. to sign-off.

Table VII-13-D-1. Television Programme Time in Programme Produced in  
Total by Percentage in Classes of Programme by Class  
of Station: Adult Hours\* January 15-21, 1956.

Class of Programme	CBC- English	CBC- French	CBC- Total	Private English	Private- French
1. News & Weather	5.3	6.6	5.6	7.1	11.4
2. Nature & Science	2.4	-	1.9	1.9	-
3. Foreign Lands	2.3	-	1.9	1.6	.5
4. Pol. & Pub. Aff.	4.9	5.7	5.1	3.9	1.7
5. Soc. & Human Rel.	-	2.8	.5	.4	3.8
6. Misc. Information	-	-	-	.3	-
7. Canadian Activ.	1.6	-	1.3	1.4	3.8
8. "Feedback" Progs.	-	-	-	-	-
9. Religion	.6	-	.5	.8	-
10. Fine Arts, etc.	-	1.4	.3	-	-
11. Dance	2.2	-	1.7	.2	-
12. Agriculture, etc.	-	-	-	.1	-
13. Fam. Living, etc.	-	2.8	.5	1.0	1.0
13a. Family Living	-	2.8	.5	.3	1.0
13b. Merchandising	-	-	-	.7	-
14. Music Programmes	9.6	8.5	9.4	11.3	11.0
14a. Serious	1.5	5.7	2.3	1.8	3.7
14b. Light	1.7	2.8	2.0	1.1	4.7
14c. Popular	5.7	-	4.6	7.5	1.6
14d. Folk, etc.	.7	-	.5	.9	1.0
15. Drama Programmes	47.3	36.6	45.2	48.2	37.8
15a. Serious	5.4	7.1	5.7	5.3	5.6
15b. Domestic	3.8	2.8	3.6	3.5	2.9
15c. Comedy	6.1	9.6	6.8	4.7	3.0
15d. Crime, etc.	25.9	5.7	22.0	26.6	12.2
15e. Romantic	3.4	11.4	4.9	5.0	11.3
15f. Musical Com.	-	-	-	.8	-
15g. Other	2.7	-	2.2	2.3	2.8
16. Variety	8.2	5.7	7.7	7.2	8.4
17. Personalities	-	-	-	.3	7.7
18. Quiz, Games, etc.	.3	11.4	2.5	1.5	-
19. Sports Progs.	15.3	18.5	15.9	11.6	12.9
19a. News	2.4	6.3	3.2	1.3	-
19b. Events	12.9	12.2	12.7	10.3	12.9
20. Children's Progs.	-	-	-	1.1	-
20a. Youth Educ.	-	-	-	#	-
20b-f. Drama	-	-	-	1.1	-
20b. Crime, etc.	-	-	-	1.1	-
20c. Comedy	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-
20e. Serious	-	-	-	-	-
20f. Other	-	-	-	-	-
20g. Variety	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-
20i. Other	-	-	-	-	-
21. Prog. Promo.	-	-	-	.1	-
TOTALS	100.0	100.0	100.0	100.0	100.0

\* Monday-Sunday, 9:00 p.m. to sign-off.

# Less than .05



Table VII-13-D-2. Television Programme Time ~~in Programme Produced in~~  
 Total by Percentage in Classes of Programme by Class  
 of Station: Adult Hours\* January 15-21, 1956.

Class of Programme	Private Total	All English	All French	All Canadian
1. News & Weather	7.5	6.7	9.5	7.1
2. Nature & Science	1.7	2.0	-	1.7
3. Foreign Lands	1.5	1.8	.3	1.6
4. Pol. & Pub. Aff.	3.6	4.1	3.3	4.0
5. Soc. & Human Rel.	.7	.3	3.4	.7
6. Misc. Information	.3	.2	-	.2
7. Canadian Activ.	1.6	1.4	2.4	1.5
8. "Feedback" Progs.	-	-	-	-
9. Religion	.8	.8	-	.7
10. Fine Arts, etc.	-	-	.6	.1
11. Dance	.2	.6	-	.6
12. Agriculture, etc.	.1	.1	-	.1
13. Fam. Living, etc.	1.0	.8	1.7	.9
13a. Family Living	.3	.2	1.7	.4
13b. Merchandising	.7	.6	-	.5
14. Music Programmes	11.2	10.9	10.0	10.8
14a. Serious	2.0	1.7	4.5	2.1
14b. Light	1.5	1.3	4.0	1.6
14c. Popular	6.9	7.1	.9	6.3
14d. Folk, etc.	.8	.8	.6	.8
15. Drama Programmes	47.2	48.0	37.3	46.7
15a. Serious	5.3	5.3	6.2	5.4
15b. Domestic	3.4	3.5	2.9	3.5
15c. Comedy	4.6	5.1	5.6	5.1
15d. Crime, etc.	25.2	26.5	9.6	24.4
15e. Romantic	5.6	4.6	11.3	5.4
15f. Musical Com.	.7	.6	-	.6
15g. Other	2.4	2.4	1.7	2.3
16. Variety	7.3	7.4	7.3	7.4
17. Personalities	1.0	.2	4.6	.7
18. Quiz, Games, etc.	1.4	1.3	4.5	1.6
19. Sports Progs.	11.8	12.5	15.1	12.8
19a. News	1.2	1.6	2.5	1.7
19b. Events	10.6	10.9	12.6	11.1
20. Children's Progs.	1.0	.8	-	.7
20a. Youth Educ.	#	#	-	#
20b-f. Drama	1.0	.8	-	.7
20b. Crime, etc.	1.0	.8	-	.7
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	-	-	-
20h. Quiz, etc.	-	-	-	-
20i. Other	-	-	-	-
21. Prog. Promo.	.1	.1	-	.1
TOTALS	100.0	100.0	100.0	100.0

\* Monday-Sunday, 9:00 p.m. to sign-off.

# Less than .05

Table VII-14. Television Programme Time by Class of Programme and Nationality of Source: Adult Hours\* on CBC Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	CBC Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	100.0	-	-	100.0
2. Nature & Science	-	100.0	-	100.0	-	-	-	-
3. Foreign Lands	-	100.0	-	100.0	-	-	-	-
4. Pol. & Pub. Aff.	94.3	5.7	-	100.0	100.0	-	-	100.0
5. Soc. & Human Rel.	-	-	-	-	100.0	-	-	100.0
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	100.0	-	-	100.0	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	100.0	-	100.0	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	100.0	100.0
11. Dance	100.0	-	-	100.0	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Liv., etc.	-	-	-	-	100.0	-	-	100.0
13a. Fam. Living	-	-	-	-	100.0	-	-	100.0
13b. Merchandising	-	-	-	-	-	-	-	-
14. Music Programmes	87.9	12.1	-	100.0	100.0	-	-	100.0
14a. Serious	45.5	54.5	-	100.0	100.0	-	-	100.0
14b. Light	100.0	-	-	100.0	100.0	-	-	100.0
14c. Popular	94.0	6.0	-	100.0	-	-	-	-
14d. Folk, etc.	100.0	-	-	100.0	-	-	-	-
15. Drama Programmes	8.7	81.4	9.9	100.0	35.0	7.7	57.3	100.0
15a. Serious	62.9	37.1	-	100.0	100.0	-	-	100.0
15b. Domestic	-	100.0	-	100.0	100.0	-	-	100.0
15c. Comedy	11.2	73.9	14.9	100.0	-	-	100.0	100.0
15d. Crime, etc.	-	88.9	11.1	100.0	50.0	50.0	-	100.0
15e. Romantic	-	72.7	27.3	100.0	-	-	100.0	100.0
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	100.0	-	100.0	-	-	-	-
16. Variety	70.8	29.2	-	100.0	100.0	-	-	100.0
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	-	100.0	-	100.0	100.0	-	-	100.0
19. Sports Progs.	77.0	23.0	-	100.0	100.0	-	-	100.0
19a. News	100.0	-	-	100.0	100.0	-	-	100.0
19b. Events	72.7	27.3	-	100.0	100.0	-	-	100.0
20. Children's Progs.	-	-	-	-	-	-	-	-
20a. Youth Educ.	-	-	-	-	-	-	-	-
20b-f. Drama	-	-	-	-	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-	-	-	-
TOTALS	43.7	51.5	4.8	100.0	74.8	2.9	22.3	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-15. Television Programme Time by Class of Programme and Nationality of Source: Adult Hours\* on Private Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	Private Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	100.0	-	-	100.0
2. Nature & Science	2.5	97.5	-	100.0	-	-	-	-
3. Foreign Lands	-	100.0	-	100.0	100.0	-	-	100.0
4. Pol. & Pub. Aff.	100.0	-	-	100.0	100.0	-	-	100.0
5. Soc. & Human Rel.	96.0	4.0	-	100.0	100.0	-	-	100.0
6. Misc. Information	-	-	100.0	100.0	-	-	-	-
7. Canadian Activ.	100.0	-	-	100.0	100.0	-	-	100.0
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	12.1	87.9	-	100.0	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	100.0	-	-	100.0	-	-	-	-
12. Agriculture, etc.	100.0	-	-	100.0	-	-	-	-
13. Fam. Living, etc.	46.6	53.4	-	100.0	100.0	-	-	100.0
13a. Family Living	100.0	-	-	100.0	100.0	-	-	100.0
13b. Merchandising	27.4	72.6	-	100.0	-	-	-	-
14. Music Programmes	92.1	7.9	-	100.0	100.0	-	-	100.0
14a. Serious	100.0	-	-	100.0	100.0	-	-	100.0
14b. Light	73.2	26.8	-	100.0	100.0	-	-	100.0
14c. Popular	92.0	8.0	-	100.0	100.0	-	-	100.0
14d. Folk, etc.	100.0	-	-	100.0	100.0	-	-	100.0
15. Drama Programmes	8.2	87.4	4.4	100.0	37.3	22.3	40.4	100.0
15a. Serious	55.4	40.1	4.5	100.0	100.0	-	-	100.0
15b. Domestic	-	100.0	-	100.0	100.0	-	-	100.0
15c. Comedy	9.2	76.5	4.3	100.0	-	-	100.0	100.0
15d. Crime, etc.	0.4	95.5	4.1	100.0	23.2	68.9	7.9	100.0
15e. Romantic	-	94.1	5.9	100.0	24.7	-	75.3	100.0
15f. Musical Com.	-	100.0	-	100.0	-	-	-	-
15g. Other	-	87.0	13.0	100.0	-	-	100.0	100.0
16. Variety	78.2	21.8	-	100.0	77.9	22.1	-	100.0
17. Personalities	-	100.0	-	100.0	100.0	-	-	100.0
18. Quiz, Games, etc.	7.5	92.5	-	100.0	-	-	-	-
19. Sports Progs.	77.1	22.9	-	100.0	78.8	21.2	-	100.0
19a. News	96.2	3.8	-	100.0	-	-	-	-
19b. Events	74.6	25.4	-	100.0	78.8	21.2	-	100.0
20. Children's Progs.	-	100.0	-	100.0	-	-	-	-
20a. Youth Educ.	-	100.0	-	100.0	-	-	-	-
20b-f. Drama	-	100.0	-	100.0	-	-	-	-
20b. Crime, etc.	-	100.0	-	100.0	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	100.0	-	-	100.0	-	-	-	-
TOTALS	42.9	54.7	2.4	100.0	71.7	13.0	15.3	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-16. Television Programme Time by Class of Programme and Nationality of Source: Adult Hours\* on All Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	All Stations							
	English				French			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	100.0	-	-	100.0
2. Nature & Science	1.8	98.2	-	100.0	-	-	-	-
3. Foreign Lands	-	100.0	-	100.0	100.0	-	-	100.0
4. Pol. & Pub. Aff.	98.4	1.6	-	100.0	100.0	-	-	100.0
5. Soc. & Human Rel.	96.0	4.0	-	100.0	100.0	-	-	100.0
6. Misc. Information	-	-	100.0	100.0	-	-	-	-
7. Canadian Activ.	100.0	-	-	100.0	100.0	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	9.9	90.1	-	100.0	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	100.0	100.0
11. Dance	100.0	-	-	100.0	-	-	-	-
12. Agriculture, etc.	100.0	-	-	100.0	-	-	-	-
13. Fam. Living, etc.	46.6	53.4	-	100.0	100.0	-	-	100.0
13a. Family Living	100.0	-	-	100.0	100.0	-	-	100.0
13b. Merchandising	27.4	72.6	-	100.0	-	-	-	-
14. Music Programmes	91.2	8.8	-	100.0	100.0	-	-	100.0
14a. Serious	89.2	10.8	-	100.0	100.0	-	-	100.0
14b. Light	81.7	18.3	-	100.0	100.0	-	-	100.0
14c. Popular	92.3	7.7	-	100.0	100.0	-	-	100.0
14d. Folk, etc.	100.0	-	-	100.0	100.0	-	-	100.0
15. Drama Programmes	8.3	86.1	5.6	100.0	36.4	16.7	46.9	100.0
15a. Serious	57.2	39.4	3.4	100.0	100.0	-	-	100.0
15b. Domestic	-	100.0	-	100.0	100.0	-	-	100.0
15c. Comedy	17.0	75.8	7.2	100.0	-	-	100.0	100.0
15d. Crime, etc.	.3	94.0	5.7	100.0	29.4	64.5	6.1	100.0
15e. Romantic	-	90.5	9.5	100.0	14.9	-	85.1	100.0
15f. Musical Com.	-	100.0	-	100.0	-	-	-	-
15g. Other	-	90.3	9.7	100.0	-	-	100.0	100.0
16. Variety	76.3	23.7	-	100.0	84.7	15.3	-	100.0
17. Personalities	-	100.0	-	100.0	100.0	-	-	100.0
18. Quiz, Games, etc.	7.1	92.9	-	100.0	100.0	-	-	100.0
19. Sports Progs.	77.1	22.9	-	100.0	89.1	10.9	-	100.0
19a. News	97.5	2.5	-	100.0	100.0	-	-	100.0
19b. Events	74.1	25.9	-	100.0	86.9	13.1	-	100.0
20. Children's Progs.	-	100.0	-	100.0	-	-	-	-
20a. Youth Educ.	-	100.0	-	100.0	-	-	-	-
20b-f. Drama	-	100.0	-	100.0	-	-	-	-
20b. Crime, etc.	-	100.0	-	100.0	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	100.0	-	-	100.0	-	-	-	-
TOTALS	43.1	54.0	2.9	100.0	72.9	9.0	18.1	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.



Table VII-17. Television Programme Time by Class of Programme and Nationality of Source: Adult Hours\* on All Stations (CBC and Private), January 15-21, 1956. (in percent)

Class of Programme	All Stations							
	CBC				Private			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	100.0	-	-	100.0
2. Nature & Science	-	100.0	-	100.0	2.5	97.5	-	100.0
3. Foreign Lands	-	100.0	-	100.0	3.4	96.6	-	100.0
4. Pol. & Pub. Aff.	93.7	6.3	-	100.0	100.0	-	-	100.0
5. Soc. & Human Rel.	100.0	-	-	100.0	98.0	2.0	-	100.0
6. Misc. Information	-	-	-	-	-	-	100.0	100.0
7. Canadian Activ.	100.0	-	-	100.0	100.0	-	-	100.0
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	100.0	-	100.0	12.1	87.9	-	100.0
10. Fine Arts, etc.	-	-	100.0	100.0	-	-	-	-
11. Dance	100.0	-	-	100.0	100.0	-	-	100.0
12. Agriculture, etc.	-	-	-	-	100.0	-	-	100.0
13. Fam. Living, etc.	100.0	-	-	100.0	51.9	48.1	-	100.0
13a. Family Living	100.0	-	-	100.0	100.0	-	-	100.0
13b. Merchandising	-	-	-	-	27.4	72.6	-	100.0
14. Music Programmes	90.1	9.9	-	100.0	92.8	7.2	-	100.0
14a. Serious	71.4	28.6	-	100.0	100.0	-	-	100.0
14b. Light	100.0	-	-	100.0	81.7	18.3	-	100.0
14c. Popular	94.0	6.0	-	100.0	92.1	7.9	-	100.0
14d. Folk, etc.	100.0	-	-	100.0	100.0	-	-	100.0
15. Drama Programmes	12.8	69.9	17.3	100.0	10.5	82.3	7.2	100.0
15a. Serious	71.8	28.2	-	100.0	60.0	36.0	4.0	100.0
15b. Domestic	15.4	84.6	-	100.0	8.3	91.7	-	100.0
15c. Comedy	8.1	53.7	38.2	100.0	18.0	71.6	10.4	100.0
15d. Crime, etc.	2.5	87.0	10.5	100.0	1.5	94.3	4.2	100.0
15e. Romantic	-	40.4	59.6	100.0	4.9	75.6	19.5	100.0
15f. Musical Com.	-	-	-	-	-	100.0	-	100.0
15g. Other	-	100.0	-	100.0	-	77.0	23.0	100.0
16. Variety	74.9	25.1	-	100.0	78.1	21.9	-	100.0
17. Personalities	-	-	-	-	76.2	23.8	-	100.0
18. Quiz, Games, etc.	88.9	11.1	-	100.0	7.5	92.5	-	100.0
19. Sports Progs.	82.2	17.8	-	100.0	77.3	22.7	-	100.0
19a. News	100.0	-	-	100.0	96.2	3.8	-	100.0
19b. Events	77.8	22.2	-	100.0	75.1	24.9	-	100.0
20. Children's Progs.	-	-	-	-	-	100.0	-	100.0
20a. Youth Educ.	-	-	-	-	-	100.0	-	100.0
20b-f. Drama	-	-	-	-	-	100.0	-	100.0
20b. Crime, etc.	-	-	-	-	-	100.0	-	100.0
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	100.0	-	-	100.0
TOTALS	49.8	42.1	8.1	100.0	45.7	50.6	3.7	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-18. Television Programme Time by Class of Programme and Nationality of Source: Adult Hours\* on All Stations and Two U. S. Border Stations, January 15-21, 1956. (in percent)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Canadian	United States	Other	Total	Canadian	United States	Other	Total
1. News & Weather	100.0	-	-	100.0	-	100.0	-	100.0
2. Nature & Science	1.8	98.2	-	100.0	-	100.0	-	100.0
3. Foreign Lands	2.4	97.6	-	100.0	-	-	-	-
4. Pol. & Pub. Aff.	98.6	1.4	-	100.0	-	-	-	-
5. Soc. & Human Rel.	98.4	1.6	-	100.0	-	-	-	-
6. Misc. Information	-	-	100.0	100.0	-	-	-	-
7. Canadian Activ.	100.0	-	-	100.0	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	9.9	90.1	-	100.0	-	-	-	-
10. Fine Arts, etc.	-	-	100.0	100.0	-	-	-	-
11. Dance	100.0	-	-	100.0	-	-	-	-
12. Agriculture, etc.	100.0	-	-	100.0	-	-	-	-
13. Fam. Living, etc.	59.4	40.6	-	100.0	-	-	-	-
13a. Family Living	100.0	-	-	100.0	-	-	-	-
13b. Merchandising	27.4	72.6	-	100.0	-	-	-	-
14. Music Programmes	92.2	7.8	-	100.0	-	100.0	-	100.0
14a. Serious	92.1	7.9	-	100.0	-	-	-	-
14b. Light	87.3	12.7	-	100.0	-	-	-	-
14c. Popular	92.5	7.5	-	100.0	-	100.0	-	100.0
14d. Folk, etc.	100.0	-	-	100.0	-	-	-	-
15. Drama Programmes	11.0	79.3	9.7	100.0	-	96.3	3.7	100.0
15a. Serious	63.1	33.9	3.0	100.0	-	100.0	-	100.0
15b. Domestic	10.1	89.9	-	100.0	-	100.0	-	100.0
15c. Comedy	14.7	65.8	19.5	100.0	-	100.0	-	100.0
15d. Crime, etc.	1.7	92.6	5.7	100.0	-	94.3	5.7	100.0
15e. Romantic	3.8	67.6	28.6	100.0	-	100.0	-	100.0
15f. Musical Com.	-	100.0	-	100.0	-	-	-	-
15g. Other	-	82.4	17.6	100.0	-	100.0	-	100.0
16. Variety	77.3	22.7	-	100.0	-	100.0	-	100.0
17. Personalities	76.2	23.8	-	100.0	-	100.0	-	100.0
18. Quiz, Games, etc.	38.0	62.0	-	100.0	-	100.0	-	100.0
19. Sports Progs.	78.8	21.2	-	100.0	-	100.0	-	100.0
19a. News	98.0	2.0	-	100.0	-	-	-	-
19b. Events	75.9	24.1	-	100.0	-	100.0	-	100.0
20. Children's Progs.	-	100.0	-	100.0	-	-	-	-
20a. Youth Educ.	-	100.0	-	100.0	-	-	-	-
20b-f. Drama	-	100.0	-	100.0	-	-	-	-
20b. Crime, etc.	-	100.0	-	100.0	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	100.0	-	-	100.0	-	-	-	-
TOTALS	46.7	48.5	4.8	100.0	-	97.4	2.6	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-19. Television Programme Time by Class of Programme and Origin within Canada: Adult Hours\* on CBC Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	CBC Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	174	-	295	469	-	-	140	140
2. Nature & Science	-	30	180	210	-	-	-	-
3. Foreign Lands	-	26	180	206	-	-	-	-
4. Pol. & Pub. Aff.	-	-	435	435	-	-	120	120
5. Soc. & Human Rel.	-	-	-	-	-	-	60	60
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	-	-	140	140	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	56	56	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	30	30
11. Dance	-	-	182	182	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Fam. Living, etc.	-	-	-	-	-	-	60	60
13a. Family Living	-	-	-	-	-	-	60	60
13b. Merchandising	-	-	-	-	-	-	-	-
14. Music Programmes	-	30	816	846	-	-	180	180
14a. Serious	-	-	132	132	-	-	120	120
14b. Light	-	-	154	154	-	-	60	60
14c. Popular	-	30	470	500	-	-	-	-
14d. Folk, etc.	-	-	60	60	-	-	-	-
15. Drama Programmes	-	2,210	1,951	4,161	-	-	772	772
15a. Serious	-	117	360	477	-	-	150	150
15b. Domestic	-	30	300	330	-	-	60	60
15c. Comedy	-	446	90	536	-	-	202	202
15d. Crime, etc.	-	1,288	991	2,279	-	-	120	120
15e. Romantic	-	210	90	300	-	-	240	240
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	119	120	239	-	-	-	-
16. Variety	60	90	572	722	-	-	120	120
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	-	-	30	30	-	-	240	240
19. Sports Progs.	350	159	834	1,343	-	-	390	390
19a. News	109	-	101	210	-	-	134	134
19b. Events	241	159	733	1,133	-	-	256	256
20. Children's Progs.	-	-	-	-	-	-	-	-
20a. Youth Educ.	-	-	-	-	-	-	-	-
20b-f. Drama	-	-	-	-	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-	-	-	-
TOTALS	584	2,545	5,671	8,800	-	-	2,112	2,112

\* Monday - Sunday, 9:00 p.m. to sign-off.



Table VII-20. Television Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on Private Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	Private Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	907	50	1,155	2,112	145	-	222	367
2. Nature & Science	-	69	481	550	-	-	-	-
3. Foreign Lands	-	59	420	479	-	14	3	17
4. Pol. & Pub. Aff.	54	-	1,092	1,146	-	-	55	55
5. Soc. & Human Rel.	-	5	120	125	-	-	120	120
6. Misc. Information	-	91	-	91	-	-	-	-
7. Canadian Activ.	32	29	352	413	-	-	120	120
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	30	-	218	248	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	60	60	-	-	-	-
12. Agriculture, etc.	30	-	-	30	-	-	-	-
13. Fam. Living, etc.	74	156	62	292	-	-	32	32
13a. Family Living	15	-	62	77	-	-	32	32
13b. Merchandising	59	156	-	215	-	-	-	-
14. Music Programmes	358	88	2,901	3,347	63	52	239	354
14a. Serious	-	-	534	534	-	-	120	120
14b. Light	30	88	210	328	63	-	89	152
14c. Popular	-	178	2,037	2,215	-	52	-	52
14d. Folk, etc.	150	-	120	270	-	-	30	30
15. Drama Programmes	-	7,694	6,625	14,319	-	522	694	1,216
15a. Serious	-	100	1,468	1,568	-	-	180	180
15b. Domestic	-	180	851	1,031	-	-	93	93
15c. Comedy	-	1,033	374	1,407	-	96	-	96
15d. Crime, etc.	-	4,950	2,938	7,888	-	152	241	393
15e. Romantic	-	881	606	1,487	-	184	180	364
15f. Musical Com.	-	246	-	246	-	-	-	-
15g. Other	-	304	388	692	-	90	-	90
16. Variety	-	60	2,084	2,144	-	-	271	271
17. Personalities	-	77	-	77	-	-	247	247
18. Quiz, Games, etc.	34	178	240	452	-	-	-	-
19. Sports Progs.	263	668	2,525	3,456	-	58	358	416
19a. News	181	15	202	398	-	-	-	-
19b. Events	82	653	2,323	3,058	-	58	358	416
20. Children's Progs.	-	288	30	318	-	-	-	-
20a. Youth Educ.	-	14	-	14	-	-	-	-
20b-f. Drama	-	274	30	304	-	-	-	-
20b. Crime, etc.	-	274	30	304	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	38	-	-	38	-	-	-	-
TOTALS	1,642	9,690	18,365	29,697	208	646	2,361	3,215

\* Monday - Sunday, 9:00 p.m. to sign-off.



Table VII-21. Television Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on All Stations (English and French), January 15-21, 1956. (in minutes)

Class of Programme	All Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	1,081	50	1,450	2,581	145	-	362	507
2. Nature & Science	-	99	661	760	-	-	-	-
3. Foreign Lands	-	85	600	685	-	14	3	17
4. Pol. & Pub. Aff.	54	-	1,527	1,581	-	-	175	175
5. Soc. & Human Rel.	-	5	120	125	-	-	180	180
6. Misc. Information	-	91	-	91	-	-	-	-
7. Canadian Activ.	32	29	492	553	-	-	120	120
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	30	-	274	304	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	30	30
11. Dance	-	-	242	242	-	-	-	-
12. Agriculture, etc.	30	-	-	30	-	-	-	-
13. Fam. Living, etc.	74	156	62	292	-	-	92	92
13a. Family Living	15	-	62	77	-	-	92	92
13b. Merchandising	59	156	-	215	-	-	-	-
14. Music Programmes	358	118	3,717	4,193	63	52	419	534
14a. Serious	-	-	666	666	-	-	240	240
14b. Light	30	88	364	482	63	-	149	212
14c. Popular	-	208	2,507	2,715	-	52	-	52
14d. Folk, etc.	150	-	180	330	-	-	30	30
15. Drama Programmes	-	9,904	8,576	18,480	-	522	1,466	1,988
15a. Serious	-	217	1,828	2,045	-	-	330	330
15b. Domestic	-	210	1,151	1,361	-	-	153	153
15c. Comedy	-	1,479	464	1,943	-	96	202	298
15d. Crime, etc.	-	6,238	3,929	10,167	-	152	361	513
15e. Romantic	-	1,091	696	1,787	-	184	420	604
15f. Musical Com.	-	246	-	246	-	-	-	-
15g. Other	-	423	508	931	-	90	-	90
16. Variety	60	150	2,656	2,866	-	-	391	391
17. Personalities	-	77	270	77	-	-	247	247
18. Quiz, Games, etc.	34	178	270	482	-	-	240	240
19. Sports Progs.	613	827	3,359	4,799	-	58	748	806
19a. News	290	15	303	608	-	-	134	134
19b. Events	323	812	3,056	4,191	-	58	614	672
20. Children's Progs.	-	288	30	318	-	-	-	-
20a. Youth Educ.	-	14	-	14	-	-	-	-
20b-f. Drama	-	274	30	304	-	-	-	-
20b. Crime, etc.	-	274	30	304	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	38	-	-	38	-	-	-	-
TOTALS	2,226	12,235	24,036	38,497	208	646	4,473	5,327

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-22. Television Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on All Stations (CBC and Private), January 15-21, 1956. (in minutes)

Class of Programme	All Stations							
	CBC Stations				Private Stations			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	174	-	435	609	1,052	50	1,377	2,479
2. Nature & Science	-	30	180	210	-	69	481	550
3. Foreign Lands	-	26	180	206	-	73	423	496
4. Pol. & Pub. Aff.	-	-	555	555	54	-	1,147	1,201
5. Soc. & Human Rel.	-	-	60	60	-	5	240	245
6. Misc. Information	-	-	-	-	-	91	-	91
7. Canadian Activ.	-	-	140	140	32	29	472	533
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	56	56	30	-	218	248
10. Fine Arts, etc.	-	-	30	30	-	-	-	-
11. Dance	-	-	182	182	-	-	60	60
12. Agriculture, etc.	-	-	-	-	30	-	-	30
13. Fam. Living, etc.	-	-	60	60	74	156	94	324
13a. Family Living	-	-	60	60	15	-	94	109
13b. Merchandising	-	-	-	-	59	156	-	215
14. Music Programmes	-	30	996	1,026	421	140	3,140	3,701
14a. Serious	-	-	252	252	-	-	654	654
14b. Light	-	-	214	214	93	88	299	480
14c. Popular	-	30	470	500	-	230	2,037	2,267
14d. Folk, etc.	-	-	60	60	150	-	150	300
15. Drama Programmes	-	2,210	2,723	4,933	-	8,216	7,319	15,535
15a. Serious	-	117	510	627	-	100	1,648	1,748
15b. Domestic	-	30	360	390	-	180	944	1,124
15c. Comedy	-	446	292	738	-	1,129	374	1,503
15d. Crime, etc.	-	1,288	1,111	2,399	-	5,102	3,179	8,281
15e. Romantic	-	210	330	540	-	1,065	786	1,851
15f. Musical Com.	-	-	-	-	-	246	-	246
15g. Other	-	119	120	239	-	394	388	782
16. Variety	60	90	692	842	-	60	2,355	2,415
17. Personalities	-	-	-	-	-	77	247	324
18. Quiz, Games, etc.	-	-	270	270	34	178	240	452
19. Sports Progs.	350	159	1,224	1,733	263	726	2,883	3,872
19a. News	109	-	235	344	181	15	202	398
19b. Events	241	159	989	1,389	82	711	2,681	3,474
20. Children's Progs.	-	-	-	-	-	288	30	318
20a. Youth Educ.	-	-	-	-	-	14	-	14
20b-f. Drama	-	-	-	-	-	274	30	304
20b. Crime, etc.	-	-	-	-	-	274	30	304
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	38	-	-	38
TOTALS	584	2,545	7,783	10,912	1,850	10,336	20,726	32,912

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-23. Television Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on All Stations and Two U. S. Border Stations, January 15-21, 1956. (in minutes)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Local Live	Local		Total	Local Live	Local		Total
		Re-corded	Net-work			Re-corded	Net-work	
1. News & Weather	1,226	50	1,812	3,088	225	-	-	225
2. Nature & Science	-	99	661	760	-	-	30	30
3. Foreign Lands	-	99	603	702	-	-	-	-
4. Pol. & Pub. Aff.	54	-	1,702	1,756	-	-	-	-
5. Soc. & Human Rel.	-	5	300	305	-	-	-	-
6. Misc. Information	-	91	-	91	-	-	-	-
7. Canadian Activ.	32	29	612	673	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	30	-	274	304	-	-	-	-
10. Fine Arts, etc.	-	-	30	30	-	-	-	-
11. Dance	-	-	242	242	-	-	-	-
12. Agriculture, etc.	30	-	-	30	-	-	-	-
13. Fam. Living, etc.	74	156	154	384	-	-	-	-
13a. Family Living	15	-	154	169	-	-	-	-
13b. Merchandising	59	156	-	215	-	-	-	-
14. Music Programmes	421	170	4,136	4,727	30	-	60	90
14a. Serious	-	-	906	906	-	-	-	-
14b. Light	93	88	513	694	-	-	-	-
14c. Popular	-	260	2,507	2,767	30	-	60	90
14d. Folk, etc.	150	-	210	360	-	-	-	-
15. Drama Programmes	-	10,426	10,042	20,468	-	1,300	720	2,020
15a. Serious	-	217	2,158	2,375	-	75	90	165
15b. Domestic	-	210	1,304	1,514	-	30	60	90
15c. Comedy	-	1,575	666	2,241	-	100	240	340
15d. Crime, etc.	-	6,390	4,290	10,680	-	995	330	1,325
15e. Romantic	-	1,275	1,116	2,391	-	30	-	30
15f. Musical Com.	-	246	-	246	-	-	-	-
15g. Other	-	513	508	1,021	-	70	-	70
16. Variety	60	150	3,047	3,257	75	-	90	165
17. Personalities	-	77	247	324	-	-	30	30
18. Quiz, Games, etc.	34	178	510	722	-	-	300	300
19. Sports Progs.	613	885	4,107	5,605	-	-	45	45
19a. News	290	15	437	742	-	-	-	-
19b. Merchandising	323	870	3,670	4,863	-	-	45	45
20. Children's Progs.	-	288	30	318	-	-	-	-
20a. Youth Educ.	-	14	-	14	-	-	-	-
20b-f. Drama	-	274	30	304	-	-	-	-
20b. Crime, etc.	-	274	30	304	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	38	-	-	38	-	-	-	-
TOTALS	2,434	12,881	28,509	43,824	330	1,300	1,275	2,905

\* Monday - Sunday, 9:00 p.m. to sign-off.



Table VII-24. Television Programme Time by Class of Programme and Origin within Canada: Adult Hours\* on CBC Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	CBC Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	37.1	-	62.9	100.0	-	-	100.0	100.0
2. Nature & Science	-	14.3	85.7	100.0	-	-	-	-
3. Foreign Lands	-	12.6	87.4	100.0	-	-	-	-
4. Pol. & Pub. Aff.	-	-	100.0	100.0	-	-	100.0	100.0
5. Soc. & Human Rel.	-	-	-	-	-	-	100.0	100.0
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	-	-	100.0	100.0	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	100.0	100.0	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	100.0	100.0
11. Dance	-	-	100.0	100.0	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	-	-	-
13. Family Living, etc.	-	-	-	-	-	-	100.0	100.0
13a. Family Living	-	-	-	-	-	-	100.0	100.0
13b. Merchandising	-	-	-	-	-	-	-	-
14. Music Programmes	-	3.5	96.5	100.0	-	-	100.0	100.0
14a. Serious	-	-	100.0	100.0	-	-	100.0	100.0
14b. Light	-	-	100.0	100.0	-	-	100.0	100.0
14c. Popular	-	6.0	94.0	100.0	-	-	-	-
14d. Folk, etc.	-	-	100.0	100.0	-	-	-	-
15. Drama Programmes	-	53.1	46.9	100.0	-	-	100.0	100.0
15a. Serious	-	24.5	75.5	100.0	-	-	100.0	100.0
15b. Domestic	-	9.1	90.9	100.0	-	-	100.0	100.0
15c. Comedy	-	83.2	16.8	100.0	-	-	100.0	100.0
15d. Crime, etc.	-	56.5	43.5	100.0	-	-	100.0	100.0
15e. Romantic	-	70.0	30.0	100.0	-	-	100.0	100.0
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	49.8	50.2	100.0	-	-	-	-
16. Variety	8.3	12.5	79.2	100.0	-	-	100.0	100.0
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	-	-	100.0	100.0	-	-	100.0	100.0
19. Sports Progs.	26.1	11.8	62.1	100.0	-	-	100.0	100.0
19a. News	51.9	-	48.1	100.0	-	-	100.0	100.0
19b. Events	21.3	14.0	64.4	100.0	-	-	100.0	100.0
20. Children's Progs.	-	-	-	-	-	-	-	-
20a. Youth Educ.	-	-	-	-	-	-	-	-
20b-f. Drama	-	-	-	-	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-	-	-	-
TOTALS	6.6	28.9	64.5	100.0	-	-	100.0	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.



Table VII-25. Television Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on Private Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	Private Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	42.9	2.4	54.7	100.0	39.5	-	60.5	100.0
2. Nature & Science	-	12.5	87.5	100.0	-	-	-	-
3. Foreign Lands	-	12.3	87.7	100.0	-	82.4	17.6	100.0
4. Pol. & Pub. Aff.	4.7	-	95.3	100.0	-	-	100.0	100.0
5. Soc. & Human Rel.	-	4.0	96.0	100.0	-	-	100.0	100.0
6. Misc. Information	-	100.0	-	100.0	-	-	-	-
7. Canadian Activ.	7.8	7.0	85.2	100.0	-	-	100.0	100.0
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	12.1	-	87.9	100.0	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	100.0	100.0	-	-	-	-
12. Agriculture, etc.	100.0	-	-	100.0	-	-	-	-
13. Fam. Living, etc.	25.4	53.4	21.2	100.0	-	-	-	-
13a. Family Living	19.5	-	80.5	100.0	-	-	100.0	100.0
13b. Merchandising	27.4	-	72.6	100.0	-	-	-	-
14. Music Programmes	10.7	2.6	86.7	100.0	17.8	14.7	67.5	100.0
14a. Serious	-	-	100.0	100.0	-	-	100.0	100.0
14b. Light	9.2	26.8	64.0	100.0	41.4	-	58.6	100.0
14c. Popular	-	8.0	92.0	100.0	-	100.0	-	100.0
14d. Folk, etc.	55.6	-	44.4	100.0	-	-	100.0	100.0
15. Drama Programmes	-	53.7	46.3	100.0	-	42.9	57.1	100.0
15a. Serious	-	6.4	93.6	100.0	-	-	100.0	100.0
15b. Domestic	-	17.5	52.5	100.0	-	-	100.0	100.0
15c. Comedy	-	73.4	26.6	100.0	-	100.0	-	100.0
15d. Crime, etc.	-	62.8	37.2	100.0	-	38.7	61.3	100.0
15e. Romantic	-	59.2	40.8	100.0	-	50.5	49.5	100.0
15f. Musical Com.	-	100.0	-	100.0	-	-	-	-
15g. Other	-	43.9	56.1	100.0	-	100.0	-	100.0
16. Variety	-	2.8	97.2	100.0	-	-	100.0	100.0
17. Personalities	-	100.0	-	100.0	-	-	100.0	100.0
18. Quiz, Games, etc.	7.5	39.4	53.1	100.0	-	-	-	-
19. Sports Progs.	7.6	19.3	73.1	100.0	-	13.9	86.1	100.0
19a. News	45.5	3.8	50.7	100.0	-	-	-	-
19b. Events	2.7	21.4	75.9	100.0	-	13.9	86.1	100.0
20. Children's Progs.	-	90.6	9.4	100.0	-	-	-	-
20a. Youth Educ.	-	100.0	-	100.0	-	-	-	-
20b-f. Drama	-	90.1	9.9	100.0	-	-	-	-
20b. Crime, etc.	-	90.1	9.9	100.0	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	100.0	-	-	100.0	-	-	-	-
TOTALS	5.5	32.6	61.9	100.0	6.5	20.1	73.4	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-26. Television Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on All Stations (English and French), January 15-21, 1956. (in percent)

Class of Programme	All Stations							
	English				French			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	41.9	1.9	56.2	100.0	28.6	-	71.4	100.0
2. Nature & Science	-	13.0	87.0	100.0	-	-	-	-
3. Foreign Lands	-	12.4	87.6	100.0	-	82.4	17.6	100.0
4. Pol. & Pub. Aff.	3.4	-	96.6	100.0	-	-	100.0	100.0
5. Soc. & Human Rel.	-	4.0	96.0	100.0	-	-	100.0	100.0
6. Misc. Information	-	100.0	-	100.0	-	-	-	-
7. Canadian Activ.	5.8	5.2	89.0	100.0	-	-	100.0	100.0
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	9.9	-	90.1	100.0	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	100.0	100.0
11. Dance	-	-	100.0	100.0	-	-	-	-
12. Agriculture, etc.	100.0	-	-	100.0	-	-	-	-
13. Fam. Living, etc.	25.4	53.4	21.2	100.0	-	-	100.0	100.0
13a. Family Living	19.5	-	80.5	100.0	-	-	100.0	100.0
13b. Merchandising	27.4	72.6	-	100.0	-	-	-	-
14. Music Programmes	8.5	2.8	88.7	100.0	11.8	9.7	78.5	100.0
14a. Serious	-	-	100.0	100.0	-	-	100.0	100.0
14b. Light	6.2	18.3	75.5	100.0	29.7	-	70.3	100.0
14c. Popular	-	7.7	92.3	100.0	-	100.0	-	100.0
14d. Folk, etc.	45.5	-	54.5	-	-	-	100.0	100.0
15. Drama Programmes	-	53.6	46.4	100.0	-	26.3	73.7	100.0
15a. Serious	-	10.6	89.4	100.0	-	-	100.0	100.0
15b. Domestic	-	15.4	84.6	100.0	-	-	100.0	100.0
15c. Comedy	-	76.1	23.9	100.0	-	32.2	67.8	100.0
15d. Crime, etc.	-	61.4	38.6	100.0	-	29.6	70.4	100.0
15e. Romantic	-	61.1	38.9	100.0	-	30.5	69.5	100.0
15f. Musical Com.	-	100.0	-	100.0	-	-	-	-
15g. Other	-	45.4	54.6	100.0	-	100.0	-	100.0
16. Variety	2.1	5.2	92.7	100.0	-	-	100.0	100.0
17. Personalities	-	100.0	-	100.0	-	-	100.0	100.0
18. Quiz, Games, etc.	7.1	36.9	56.0	100.0	-	-	100.0	100.0
19. Sports Progs.	12.8	17.2	70.0	100.0	-	7.2	92.8	100.0
19a. News	47.7	2.5	49.8	100.0	-	-	100.0	100.0
19b. Events	7.7	19.4	72.9	100.0	-	8.6	91.4	100.0
20. Children's Progs.	-	90.6	9.4	100.0	-	-	-	-
20a. Youth Educ.	-	100.0	-	100.0	-	-	-	-
20b-f. Drama	-	90.1	9.9	100.0	-	-	-	-
20b. Crime, etc.	-	90.1	9.9	100.0	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	100.0	-	-	100.0	-	-	-	-
<b>TOTALS</b>	<b>5.8</b>	<b>31.8</b>	<b>62.4</b>	<b>100.0</b>	<b>3.9</b>	<b>12.1</b>	<b>84.0</b>	<b>100.0</b>

\* Monday-Sunday, 9:00 p.m. to sign-off.

Table VII-27. Television Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on All Stations (CBC and Private), January 15-21, 1956. (in percent)

Class of Programme	All Stations							
	CBC Stations				Private Stations			
	Local Live	Re-corded	Net-work	Total	Local Live	Re-corded	Net-work	Total
1. News & Weather	28.6	-	71.4	100.0	42.4	2.0	55.6	100.0
2. Nature & Science	-	14.3	85.7	100.0	-	12.5	87.5	100.0
3. Foreign Lands	-	12.6	87.4	100.0	-	14.7	85.3	100.0
4. Pol. & Pub. Aff.	-	-	100.0	100.0	4.5	-	95.5	100.0
5. Soc. & Human Rel.	-	-	100.0	100.0	-	2.0	98.0	100.0
6. Misc. Information	-	-	-	-	-	100.0	-	100.0
7. Canadian Activ.	-	-	100.0	100.0	6.0	5.4	88.6	100.0
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	100.0	100.0	12.1	-	87.9	100.0
10. Fine Arts, etc.	-	-	100.0	100.0	-	-	-	-
11. Dance	-	-	100.0	100.0	-	-	100.0	100.0
12. Agriculture, etc.	-	-	-	-	100.0	-	-	100.0
13. Fam. Living, etc.	-	-	100.0	100.0	22.8	48.2	29.0	100.0
13a. Family Living	-	-	100.0	100.0	13.8	-	86.2	100.0
13b. Merchandising	-	-	-	-	27.4	72.6	-	100.0
14. Music Programmes	-	2.9	97.1	100.0	11.4	3.8	84.8	100.0
14a. Serious	-	-	100.0	100.0	-	-	100.0	100.0
14b. Light	-	-	100.0	100.0	19.4	18.3	62.3	100.0
14c. Popular	-	6.0	94.0	100.0	-	10.1	89.9	100.0
14d. Folk, etc.	-	-	100.0	100.0	50.0	-	50.0	100.0
15. Drama Programmes	-	44.8	55.2	100.0	-	52.9	47.1	100.0
15a. Serious	-	18.7	81.3	100.0	-	5.7	94.3	100.0
15b. Domestic	-	7.7	92.3	100.0	-	16.0	84.0	100.0
15c. Comedy	-	60.4	39.6	100.0	-	75.1	24.9	100.0
15d. Crime, etc.	-	53.7	46.3	100.0	-	61.6	38.4	100.0
15e. Romantic	-	38.9	61.1	100.0	-	57.5	42.5	100.0
15f. Musical Com.	-	-	-	-	-	100.0	-	100.0
15g. Other	-	49.8	50.2	100.0	-	50.4	49.6	100.0
16. Variety	7.1	10.7	82.2	100.0	-	2.5	97.5	100.0
17. Personalities	-	-	-	-	-	23.8	76.2	100.0
18. Quiz, Games, etc.	-	-	100.0	100.0	7.5	39.4	53.1	100.0
19. Sports Progs.	20.2	9.2	70.6	100.0	6.8	18.8	74.4	100.0
19a. News	31.7	-	68.3	100.0	45.5	3.8	50.7	100.0
19b. Events	17.4	11.4	71.2	100.0	2.4	20.4	77.2	100.0
20. Children's Progs.	-	-	-	-	-	90.6	9.4	100.0
20a. Youth Educ.	-	-	-	-	-	100.0	-	100.0
20b-f. Drama	-	-	-	-	-	90.1	9.9	100.0
20b. Crime, etc.	-	-	-	-	-	90.1	9.9	100.0
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	100.0	-	-	100.0
TOTALS	5.4	23.3	71.3	100.0	5.6	31.4	93.0	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.



Table VII-28. Television Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on All Stations and Two U. S. Border Stations, January 15-21, 1956. (in percent)

Class of Programme	All Canadian TV Stations				Two U. S. Border Stations			
	Local Live	Local Re-corded	Net-work	Total	Local Live	Local Re-corded	Net-work	Total
1. News & Weather	39.7	1.6	58.7	100.0	100.0	-	-	100.0
2. Nature & Science	-	13.0	87.0	100.0	-	-	100.0	100.0
3. Foreign Lands	-	14.1	85.9	100.0	-	-	-	-
4. Pol. & Pub. Aff.	3.1	-	96.9	100.0	-	-	-	-
5. Soc. & Human Rel.	-	1.6	98.4	100.0	-	-	-	-
6. Misc. Information	-	100.0	-	100.0	-	-	-	-
7. Canadian Activ.	4.8	4.3	90.9	100.0	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	9.9	-	90.1	100.0	-	-	-	-
10. Fine Arts, etc.	-	-	100.0	100.0	-	-	-	-
11. Dance	-	-	100.0	100.0	-	-	-	-
12. Agriculture, etc.	100.0	-	-	100.0	-	-	-	-
13. Fam. Living, etc.	19.3	40.6	40.1	100.0	-	-	-	-
13a. Family Living	8.9	-	91.1	100.0	-	-	-	-
13b. Merchandising	27.4	72.6	-	100.0	-	-	-	-
14. Music Programmes	8.9	3.6	87.5	100.0	33.3	-	66.7	100.0
14a. Serious	-	-	100.0	100.0	-	-	-	-
14b. Domestic	13.4	12.7	73.9	100.0	-	-	-	-
14c. Popular	-	9.4	90.6	100.0	33.3	-	66.7	100.0
14d. Folk, etc.	41.7	-	58.3	100.0	-	-	-	-
15. Drama Programmes	-	50.9	49.1	100.0	-	64.4	35.6	100.0
15a. Serious	-	9.1	90.9	100.0	-	45.5	54.5	100.0
15b. Domestic	-	13.9	86.1	100.0	-	33.3	66.7	100.0
15c. Comedy	-	70.3	29.7	100.0	-	29.4	70.6	100.0
15d. Crime, etc.	-	59.8	40.2	100.0	-	75.1	24.9	100.0
15e. Romantic	-	53.3	46.7	100.0	-	100.0	-	100.0
15f. Musical Com.	-	100.0	-	100.0	-	-	-	-
15g. Other	-	50.2	49.8	100.0	-	100.0	-	100.0
16. Variety	1.8	4.6	93.6	100.0	45.5	-	54.5	100.0
17. Personalities	-	23.8	76.2	100.0	-	-	100.0	100.0
18. Quiz, Games, etc.	4.7	24.7	70.6	100.0	-	-	100.0	100.0
19. Sports Progs.	10.9	15.8	73.3	100.0	-	-	100.0	100.0
19a. News	39.1	2.0	58.9	100.0	-	-	-	-
19b. Events	6.6	17.9	75.5	100.0	-	-	100.0	100.0
20. Children's Progs.	-	90.6	9.4	100.0	-	-	-	-
20a. Youth Educ.	-	100.0	-	100.0	-	-	-	-
20b-f. Drama	-	90.1	9.9	100.0	-	-	-	-
20b. Crime, etc.	-	90.1	9.9	100.0	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	100.0	-	-	100.0	-	-	-	-
TOTALS	5.5	29.4	65.1	100.0	11.3	44.8	43.9	100.0

\* Monday-Sunday, 9:00 p.m. to sign-off.









*PART II*

TABLES

REPORT OF SOUND RADIO

PROGRAMME LOG ANALYSIS

DALLAS W. SMYTHE





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Table T-1  
 Sound Radio Programme Time: Proportions in Entertainment-Type  
 and Information-Orientation-Type Programmes. Total for the  
 Week by Class of Station, January 15-21, 1956

Class of Station	Percent of Programme Time Which Was		
	Informational and Orientational	Entertainment	Total
English Stations - CBC	31.6	68.4	100.0
Trans-Canada Network	36.3	63.7	100.0
Dominion Network	13.1	86.9	100.0
English Stations - Private	25.8	74.2	100.0
Trans-Canada Network	29.0	71.0	100.0
Dominion Network	26.3	73.7	100.0
Unaffiliated	23.5	76.5	100.0
French Stations - CBC	26.1	73.9	100.0
French Stations - Private	26.4	73.6	100.0
French Network	29.0	71.0	100.0
Unaffiliated	23.8	76.2	100.0

Table T-2  
 Sound Radio Programme Time: Proportions of Weekly Total  
 Entertainment-Type and Information-Oriented-Type Programmes,  
 Respectively, by Origin Within Canada and Class of Station  
 January 15-21, 1956

Originated as:	Percent of Time in		
	Information- Orientation- Type Programmes	Entertainment- Type Programmes	All Programmes
<u>Local Material Live</u>			
CBC - English (Trans-Canada)	4.0**	0.3	1.7
CBC - English (Dominion)	60.3	3.0	10.5
Private - English (Trans-Canada)	45.0	6.6	17.7
Private - English (Dominion)	59.5	6.7	20.6
Private - English (Unaffiliated)	72.0	8.0	23.0
All English - CBC	8.8	1.0	3.5
All English - Private	60.3	7.2	20.9
Private - French (French Network)	32.7	3.5	12.0
Private - French (Unaffiliated)	64.7	5.4	19.5
All French - CBC	12.5	0.4	3.6
All French - Private	46.7	4.5	15.7
<u>Local Material - Recorded</u>			
CBC - English (Trans-Canada)	0.5	9.2	4.1
CBC - English (Dominion)	16.6	71.9	64.7
Private - English (Trans-Canada)	20.4	65.2	52.2
Private - English (Dominion)	25.9	79.3	65.3
Private - English (Unaffiliated)	27.6	90.9	76.1
All English - CBC	1.9	25.4	18.0
All English - Private	25.2	80.9	66.5
Private - French (French Network)	20.2	59.6	48.2
Private - French (Unaffiliated)	35.3	94.6	80.5
All French - CBC	1.8	10.6	8.3
All French - Private	26.8	77.3	63.9
<u>Network Material</u>			
CBC - English (Trans-Canada)	95.5	90.5	94.2
CBC - English (Dominion)	23.1	25.1	24.8
Private - English (Trans-Canada)	34.6	28.2	30.1
Private - English (Dominion)	14.6	14.0	14.1
Private - English (Unaffiliated)	0.4	1.1	0.9
All English - CBC	89.3	73.6	78.5
All English - Private	14.5	11.9	12.6
Private - French (French Network)	47.1	36.9	39.8
Private - French (Unaffiliated)	-	-	-
All French - CBC	85.7	89.0	88.1
All French - Private	26.5	18.2	20.4

\*\* This table may be read as follows: "Of all Information-Oriented-type programmes broadcast by English - CBC - Trans-Canada stations, 4.0 percent were broadcast as Local Live, while for English - CBC - Dominion stations, 60.3 percent were broadcast as Local Live."

Table T-3-1. Total for the Week, Sound Radio Programme Class Time as  
Percent of Total Programme Time and Percent by Origin Within  
Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 1. NEWS AND WEATHER</u>				
English - CBC (Trans-Canada)	9.5	6.6	0.2	93.2
English - CBC (Dominion)	6.5	84.5	-	15.4
English - Private (Trans-Canada)	11.2	76.0	1.5	22.5
English - Private (Dominion)	11.8	93.0	1.1	5.9
English - Private (Unaffiliated)	12.6	99.1	0.9	-
English - CBC (Total)	8.9	18.1	0.2	81.7
English - Private (Total)	12.0	92.1	1.1	6.8
French - Private (French Network)	8.9	57.4	4.8	37.8
French - Private (Unaffiliated)	9.8	97.2	2.8	-
French - CBC (Total)	5.7	18.4	-	81.6
French - Private (Total)	9.2	77.9	3.8	18.3
<u>PROGRAMME CLASS 2. NATURE AND SCIENCE</u>				
English - CBC (Trans-Canada)	0.1	29.3	-	70.7
English - CBC (Dominion)	0.2	-	100.0	-
English - Private (Trans-Canada)	0.1	-	-	100.0
English - Private (Dominion)	#	-	100.0	-
English - Private (Unaffiliated)	#	-	100.0	-
English - CBC (Total)	0.2	20.3	30.5	49.2
English - Private (Total)	#	-	54.7	45.3
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
# Less than .05 percent.				
<u>PROGRAMME CLASS 3. FOREIGN LANDS AND PEOPLES</u>				
English - CBC (Trans-Canada)	0.9	3.7	-	96.3
English - CBC (Dominion)	0.4	50.0	-	50.0
English - Private (Trans-Canada)	0.3	15.1	66.0	18.9
English - Private (Dominion)	0.4	-	15.8	84.2
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	0.8	8.3	-	91.7
English - Private (Total)	0.2	4.7	31.6	63.7
French - Private (French Network)	#	50.0	50.0	-
French - Private (Unaffiliated)	0.1	-	100.0	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.1	20.0	80.0	-
# Less than .05 percent.				



Table T-3-2. Total for the Week, Sound Radio Programme Class Time as  
Percent of Total Programme Time and Percent by Origin Within  
Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 4. POLITICAL AND OTHER PUBLIC AFFAIRS</u>				
English - CBC (Trans-Canada)	2.8	-	-	100.0
English - CBC (Dominion)	1.1	43.7	18.8	37.5
English - Private (Trans-Canada)	1.4	1.8	16.0	82.2
English - Private (Dominion)	1.3	28.8	23.8	47.4
English - Private (Unaffiliated)	0.5	35.2	57.0	7.8
English - CBC (Total)	2.4	4.0	1.7	94.3
English - Private (Total)	1.0	22.8	28.0	49.2
French - Private (French Network)	2.1	7.3	-	92.7
French - Private (Unaffiliated)	0.6	22.3	77.7	-
French - CBC (Total)	2.8	11.8	-	88.2
French - Private (Total)	1.4	10.5	16.2	73.3
<u>PROGRAMME CLASS 5. SOCIAL AND HUMAN RELATIONS</u>				
English - CBC (Trans-Canada)	2.2	-	-	100.0
English - CBC (Dominion)	1.0	-	-	100.0
English - Private (Trans-Canada)	1.7	2.4	16.2	81.4
English - Private (Dominion)	1.2	4.6	21.8	73.6
English - Private (Unaffiliated)	0.4	23.9	69.6	6.5
English - CBC (Total)	1.9	-	-	100.0
English - Private (Total)	1.0	6.7	27.1	66.2
French - Private (French Network)	2.6	1.8	40.6	57.6
French - Private (Unaffiliated)	0.7	24.2	75.8	-
French - CBC (Total)	2.8	-	6.6	93.4
French - Private (Total)	1.7	6.1	47.3	46.6
<u>PROGRAMME CLASS 6. MISCELLANEOUS INFORMATION</u>				
English - CBC (Trans-Canada)	0.2	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.4	-	100.0	-
English - Private (Dominion)	0.3	14.0	86.0	-
English - Private (Unaffiliated)	0.4	12.6	87.4	-
English - CBC (Total)	0.1	-	-	100.0
English - Private (Total)	0.4	10.1	89.9	-
French - Private (French Network)	0.8	7.9	47.8	44.3
French - Private (Unaffiliated)	0.4	18.0	82.0	-
French - CBC (Total)	1.2	-	11.8	88.2
French - Private (Total)	0.6	11.2	59.1	29.7

Table T-3-3. Total for the Week, Sound Radio Programme Class Time as  
Percent of Total Programme Time and Percent by Origin Within  
Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Live	Material Recorded	Network
<u>PROGRAMME CLASS 7. CANADIAN ACTIVITIES AND HERITAGE</u>				
English - CBC (Trans-Canada)	4.4	11.1	-	88.9
English - CBC (Dominion)	0.4	100.0	-	-
English - Private (Trans-Canada)	1.1	11.3	45.6	43.1
English - Private (Dominion)	0.9	28.6	48.7	22.7
English - Private (Unaffiliated)	0.5	42.9	57.1	-
English - CBC (Total)	3.6	13.2	-	86.8
English - Private (Total)	0.8	27.1	49.9	23.0
French - Private (French Network)	1.7	14.8	36.3	48.9
French - Private (Unaffiliated)	1.2	4.2	95.8	-
French - CBC (Total)	1.5	14.3	-	85.7
French - Private (Total)	1.4	10.6	60.2	29.2
<u>PROGRAMME CLASS 8. "FEEDBACK" PROGRAMMES</u>				
English - CBC (Trans-Canada)	0.2	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	#	-	-	100.0
English - Private (Dominion)	-	-	-	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	0.2	-	-	100.0
English - Private (Total)	#	-	-	100.0
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	0.2	63.2	36.8	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.1	63.2	36.8	-
# Less than .05 percent.				
<u>PROGRAMME CLASS 9. RELIGION</u>				
English - CBC (Trans-Canada)	4.4	-	-	100.0
English - CBC (Dominion)	2.2	38.2	42.7	19.1
English - Private (Trans-Canada)	5.2	34.9	46.5	18.6
English - Private (Dominion)	5.8	31.9	62.2	5.9
English - Private (Unaffiliated)	4.9	32.1	67.6	0.3
English - CBC (Total)	4.0	4.2	4.7	91.1
English - Private (Total)	5.3	32.6	60.8	6.6
French - Private (French Network)	5.2	44.3	31.7	24.0
French - Private (Unaffiliated)	5.8	45.6	54.4	-
French - CBC (Total)	3.9	22.4	-	77.6
French - Private (Total)	5.5	44.9	43.4	11.7

Table T-3-4. Total for the Week, Sound Radio Programme Class Time as  
Percent of Total Programme Time and Percent by Origin Within  
Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Live	Material Recorded	Network
<u>PROGRAMME CLASS 10. FINE ARTS, LITERATURE, ETC.</u>				
English - CBC (Trans-Canada)	4.8	0.7	-	99.3
English - CBC (Dominion)	1.8	33.3	-	66.7
English - Private (Trans-Canada)	1.1	1.5	6.9	91.6
English - Private (Dominion)	0.4	6.2	-	93.8
English - Private (Unaffiliated)	0.2	-	86.2	13.8
English - CBC (Total)	4.3	3.6	-	96.4
English - Private (Total)	0.5	3.0	17.2	79.8
French - Private (French Network)	2.9	1.6	-	98.4
French - Private (Unaffiliated)	0.2	-	100.0	-
French - CBC (Total)	3.7	-	-	100.0
French - Private (Total)	1.6	1.5	5.4	93.1
<u>PROGRAMME CLASS 11. DANCE</u>				
No programme time in Class 11.				
<u>PROGRAMME CLASS 12. AGRICULTURE, FISHERIES, ETC.</u>				
English - CBC (Trans-Canada)	3.8	5.5	1.4	93.1
English - CBC (Dominion)	0.2	-	100.0	-
English - Private (Trans-Canada)	1.9	28.3	25.6	46.1
English - Private (Dominion)	1.1	71.6	24.5	3.9
English - Private (Unaffiliated)	0.7	80.7	19.3	-
English - CBC (Total)	3.0	5.5	2.7	91.8
English - Private (Total)	1.1	59.1	23.6	17.3
French - Private (French Network)	3.4	7.0	11.0	82.0
French - Private (Unaffiliated)	1.2	28.5	71.5	-
French - CBC (Total)	2.7	1.1	-	98.9
French - Private (Total)	2.3	12.5	26.3	61.2
<u>PROGRAMME CLASS 13. FAMILY LIVING AND SHOPPING</u>				
English - CBC (Trans-Canada)	2.2	-	0.8	99.2
English - CBC (Dominion)	1.2	49.5	50.5	-
English - Private (Trans-Canada)	3.6	50.8	30.9	18.3
English - Private (Dominion)	2.6	48.4	47.6	4.0
English - Private (Unaffiliated)	3.2	51.6	48.4	-
English - CBC (Total)	2.0	6.2	7.0	86.8
English - Private (Total)	3.1	50.3	43.8	5.9
French - Private (French Network)	3.7	36.0	34.7	29.3
French - Private (Unaffiliated)	3.6	62.3	37.7	-
French - CBC (Total)	3.1	8.2	4.7	87.1
French - Private (Total)	3.6	48.8	36.2	15.0

Table T-3-5. Total for the Week, Sound Radio Programme Class Time as  
Percent of Total Programme Time and Percent by Origin Within  
Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 13a. FAMILY LIVING</u>				
English - CBC (Trans-Canada)	2.2	-	0.8	99.2
English - CBC (Dominion)	1.2	49.5	50.5	-
English - Private (Trans-Canada)	3.3	51.0	28.6	20.4
English - Private (Dominion)	2.1	50.1	44.9	5.0
English - Private (Unaffiliated)	2.8	55.2	44.8	-
English - CBC (Total)	2.0	6.2	7.0	86.8
English - Private (Total)	2.6	52.3	40.8	6.9
French - Private (French Network)	3.4	34.4	33.8	31.8
French - Private (Unaffiliated)	2.7	65.5	34.5	-
French - CBC (Total)	3.1	8.2	4.7	87.1
French - Private (Total)	3.0	47.9	34.1	18.0
<u>PROGRAMME CLASS 13b. MERCHANDISING</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.3	50.0	50.0	-
English - Private (Dominion)	0.5	41.8	58.2	-
English - Private (Unaffiliated)	0.4	27.5	72.5	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.5	38.4	61.6	-
French - Private (French Network)	0.3	54.9	45.1	-
French - Private (Unaffiliated)	0.9	52.9	47.1	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.6	53.4	46.6	-
<u>PROGRAMME CLASS 14. MUSIC PROGRAMMES</u>				
English - CBC (Trans-Canada)	40.8	-	14.4	85.6
English - CBC (Dominion)	72.8	0.6	81.5	17.9
English - Private (Trans-Canada)	47.8	0.9	84.4	14.7
English - Private (Dominion)	58.1	1.0	89.2	9.8
English - Private (Unaffiliated)	61.9	1.8	98.0	0.2
English - CBC (Total)	47.3	0.2	35.5	64.3
English - Private (Total)	57.4	1.3	91.8	6.9
French - Private (French Network)	50.5	0.5	77.0	22.5
French - Private (Unaffiliated)	66.2	1.1	98.9	-
French - CBC (Total)	46.7	0.2	16.7	83.1
French - Private (Total)	58.1	0.8	89.2	10.0



Table T-3-6. Total for the Week, Sound Radio Programme Class Time as  
Percent of Total Programme Time and Percent by Origin Within  
Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 14a. MUSIC - SERIOUS</u>				
English - CBC (Trans-Canada)	16.2	-	7.6	92.4
English - CBC (Dominion)	11.8	-	74.2	25.8
English - Private (Trans-Canada)	3.8	0.5	9.5	90.0
English - Private (Dominion)	2.7	-	29.9	70.1
English - Private (Unaffiliated)	0.6	9.7	76.8	13.5
English - CBC (Total)	15.3	-	18.0	82.0
English - Private (Total)	2.1	1.2	27.6	71.2
French - Private (French Network)	10.7	0.2	25.6	74.2
French - Private (Unaffiliated)	3.1	1.6	98.4	-
French - CBC (Total)	17.5	0.6	0.6	98.8
French - Private (Total)	7.0	0.5	41.4	58.1
<u>PROGRAMME CLASS 14b. MUSIC - LIGHT</u>				
English - CBC (Trans-Canada)	10.5	-	15.6	84.4
English - CBC (Dominion)	2.5	-	35.5	64.5
English - Private (Trans-Canada)	5.9	1.3	65.6	33.1
English - Private (Dominion)	4.2	-	70.3	29.7
English - Private (Unaffiliated)	3.9	2.1	96.5	1.4
English - CBC (Total)	8.9	-	16.7	83.3
English - Private (Total)	4.4	1.0	77.5	21.5
French - Private (French Network)	5.6	-	65.4	34.6
French - Private (Unaffiliated)	5.6	-	100.0	-
French - CBC (Total)	8.7	-	7.4	92.6
French - Private (Total)	5.6	-	82.3	17.7
<u>PROGRAMME CLASS 14c. MUSIC - POPULAR AND DANCE</u>				
English - CBC (Trans-Canada)	8.4	-	35.9	64.1
English - CBC (Dominion)	50.7	0.8	91.6	7.6
English - Private (Trans-Canada)	31.8	0.7	97.9	1.4
English - Private (Dominion)	41.6	0.7	97.0	2.3
English - Private (Unaffiliated)	49.3	1.2	98.8	-
English - CBC (Total)	17.0	0.5	69.6	29.9
English - Private (Total)	42.4	0.9	97.9	1.2
French - Private (French Network)	30.5	0.4	95.9	3.7
French - Private (Unaffiliated)	53.5	1.1	98.9	-
French - CBC (Total)	19.5	-	34.4	65.6
French - Private (Total)	41.6	0.8	97.8	1.4

Table T-3-7. Total for the Week, Sound Radio Programme Class Time as  
Percent of Total Programme Time and Percent by Origin Within  
Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local	Material	Network
		Live	Recorded	
<u>PROGRAMME CLASS 14d. MUSIC - FOLK, WESTERN, OLD, ETC.</u>				
English - CBC (Trans-Canada)	5.7	-	-	100.0
English - CBC (Dominion)	6.7	-	48.5	51.5
English - Private (Trans-Canada)	6.3	1.9	78.6	19.5
English - Private (Dominion)	8.6	3.1	89.7	16.2
English - Private (Unaffiliated)	7.9	4.7	95.3	-
English - CBC (Total)	5.9	-	11.3	88.7
English - Private (Total)	7.9	3.5	85.7	10.8
French - Private (French Network)	3.7	3.6	86.9	9.5
French - Private (Unaffiliated)	4.0	1.8	98.2	-
French - CBC (Total)	1.0	-	35.3	64.7
French - Private (Total)	3.9	2.7	92.6	4.7
<u>PROGRAMME CLASS 14e. MUSIC - READINGS OF PROSE AND POETRY</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	1.1	-	-	100.0
English - Private (Trans-Canada)	#	-	100.0	-
English - Private (Dominion)	1.0	1.4	74.8	23.8
English - Private (Unaffiliated)	0.2	-	100.0	-
English - CBC (Total)	0.2	-	-	100.0
English - Private (Total)	0.6	1.2	78.9	19.9
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	#	-	100.0	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	#	-	100.0	-
# Less than .05 percent.				
<u>PROGRAMME CLASS 15. DRAMA PROGRAMMES</u>				
English - CBC (Trans-Canada)	10.4	-	-	100.0
English - CBC (Dominion)	2.2	-	18.2	81.8
English - Private (Trans-Canada)	10.0	0.5	15.5	84.0
English - Private (Dominion)	3.5	-	57.8	42.2
English - Private (Unaffiliated)	3.9	-	85.5	14.5
English - CBC (Total)	8.8	-	1.0	99.0
English - Private (Total)	5.0	0.2	48.4	51.4
French - Private (French Network)	9.5	-	10.9	89.1
French - Private (Unaffiliated)	2.6	0.9	99.1	-
French - CBC (Total)	14.5	-	-	100.0
French - Private (Total)	6.1	0.2	29.1	70.7

Table T-3-8. Total for the Week, Sound Radio Programme Class Time as  
Percent of Total Programme Time and Percent by Origin Within  
Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Live	Material Recorded	Network
<u>PROGRAMME CLASS 15a. DRAMA - SERIOUS</u>				
English - CBC (Trans-Canada)	3.1	-	-	100.0
English - CBC (Dominion)	0.4	-	-	100.0
English - Private (Trans-Canada)	2.0	-	-	100.0
English - Private (Dominion)	0.3	-	77.0	23.0
English - Private (Unaffiliated)	0.2	-	100.0	-
English - CBC (Total)	2.5	-	-	100.0
English - Private (Total)	0.6	-	27.9	72.1
French - Private (French Network)	1.2	-	-	100.0
French - Private (Unaffiliated)	#	-	100.0	-
French - CBC (Total)	1.7	-	-	100.0
French - Private (Total)	0.6	-	3.7	96.3
# Less than .05 percent.				
<u>PROGRAMME CLASS 15b. DRAMA - DOMESTIC</u>				
English - CBC (Trans-Canada)	5.5	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	6.2	-	7.9	92.1
English - Private (Dominion)	0.4	-	89.2	10.8
English - Private (Unaffiliated)	1.6	-	66.3	33.7
English - CBC (Total)	4.4	-	-	100.0
English - Private (Total)	2.0	-	32.0	68.0
French - Private (French Network)	7.5	-	13.2	86.0
French - Private (Unaffiliated)	2.5	1.0	99.0	-
French - CBC (Total)	11.1	-	-	100.0
French - Private (Total)	5.1	0.2	33.9	65.9
<u>PROGRAMME CLASS 15c. DRAMA - COMEDY</u>				
English - CBC (Trans-Canada)	1.4	-	-	100.0
English - CBC (Dominion)	1.0	-	-	100.0
English - Private (Trans-Canada)	0.7	-	37.8	62.2
English - Private (Dominion)	1.2	-	3.8	96.2
English - Private (Unaffiliated)	0.4	-	94.6	5.4
English - CBC (Total)	1.4	-	-	100.0
English - Private (Total)	0.8	-	26.8	73.2
French - Private (French Network)	0.5	-	-	100.0
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	1.1	-	-	100.0
French - Private (Total)	0.2	-	-	100.0

Table T-3-9. Total for the Week, Sound Radio Programme Class Time as  
Percent of Total Programme Time and Percent by Origin Within  
Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 15d. DRAMA - CRIME, ETC.</u>				
English - CBC (Trans-Canada)	0.4	-	-	100.0
English - CBC (Dominion)	0.8	-	50.0	50.0
English - Private (Trans-Canada)	1.0	-	84.0	16.0
English - Private (Dominion)	1.5	-	87.0	13.0
English - Private (Unaffiliated)	1.3	-	100.0	-
English - CBC (Total)	0.5	-	16.7	83.3
English - Private (Total)	1.4	-	91.2	8.8
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
<u>PROGRAMME CLASS 15e. DRAMA - ROMANTIC</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	0.1	-	100.0	-
English - Private (Unaffiliated)	0.1	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.1	-	100.0	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	0.4	-	-	100.0
French - Private (Total)	-	-	-	-
<u>PROGRAMME CLASS 15f. DRAMA - MUSICAL COMEDY</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	-	-	-	-
English - Private (Unaffiliated)	0.1	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	#	-	100.0	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-

# Less than .05 percent.



Table T-3-10. Total for the Week, Sound Radio Programme Class Time as  
Percent of Total Programme Time and Percent by Origin Within  
Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 15g. DRAMA - OTHER</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.1	100.0	-	-
English - Private (Dominion)	#	-	100.0	-
English - Private (Unaffiliated)	0.2	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.1	12.8	87.2	-
French - Private (French Network)	0.3	-	14.3	85.7
French - Private (Unaffiliated)	0.1	-	100.0	-
French - CBC (Total)	0.2	-	-	100.0
French - Private (Total)	0.2	-	25.0	75.0
# Less than .05 percent.				
<u>PROGRAMME CLASS 16. VARIETY</u>				
English - CBC (Trans-Canada)	2.9	-	-	100.0
English - CBC (Dominion)	1.2	-	-	100.0
English - Private (Trans-Canada)	3.5	0.7	38.7	60.6
English - Private (Dominion)	1.6	12.5	39.2	48.3
English - Private (Unaffiliated)	2.1	2.0	98.0	-
English - CBC (Total)	2.6	-	-	100.0
English - Private (Total)	2.2	5.0	59.3	35.7
French - Private (French Network)	1.3	-	22.2	77.8
French - Private (Unaffiliated)	0.6	6.9	93.1	-
French - CBC (Total)	2.2	-	-	100.0
French - Private (Total)	0.9	2.1	44.0	53.9
<u>PROGRAMME CLASS 17. PERSONALITIES</u>				
English - CBC (Trans-Canada)	0.7	5.3	-	94.7
English - CBC (Dominion)	2.0	-	-	100.0
English - Private (Trans-Canada)	0.8	76.6	14.6	8.8
English - Private (Dominion)	1.2	44.7	20.2	35.1
English - Private (Unaffiliated)	1.4	76.7	21.0	2.3
English - CBC (Total)	0.9	2.9	-	97.1
English - Private (Total)	1.2	62.8	19.8	17.4
French - Private (French Network)	1.1	2.7	6.0	91.3
French - Private (Unaffiliated)	0.7	6.8	93.2	-
French - CBC (Total)	2.5	-	-	100.0
French - Private (Total)	1.2	4.1	36.5	59.4

Table T-3-11. Total for the Week, Sound Radio Programme Class Time as  
Percent of Total Programme Time and Percent by Origin Within  
Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 18. QUIZ, GAMES AND CONTESTS</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	1.5	20.6	79.4	-
English - Private (Dominion)	1.7	12.8	87.2	-
English - Private (Unaffiliated)	1.6	27.7	72.3	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	1.6	19.7	80.3	-
French - Private (French Network)	1.3	12.8	81.9	5.3
French - Private (Unaffiliated)	1.5	3.9	96.1	-
French - CBC (Total)	0.5	-	-	100.0
French - Private (Total)	1.3	8.3	89.1	2.6
<u>PROGRAMME CLASS 19. SPORTS PROGRAMMES</u>				
English - CBC (Trans-Canada)	2.9	1.2	-	98.8
English - CBC (Dominion)	3.6	44.6	15.3	40.1
English - Private (Trans-Canada)	4.4	60.7	7.5	31.8
English - Private (Dominion)	5.1	61.5	16.4	22.1
English - Private (Unaffiliated)	3.7	86.4	11.5	2.1
English - CBC (Total)	3.0	11.6	3.7	84.7
English - Private (Total)	4.4	68.9	13.1	18.0
French - Private (French Network)	2.6	62.1	0.6	37.3
French - Private (Unaffiliated)	3.3	88.3	11.7	-
French - CBC (Total)	2.2	9.9	-	90.1
French - Private (Total)	3.0	76.6	6.7	16.7
<u>PROGRAMME CLASS 19a. SPORTS NEWS AND INTERVIEWS</u>				
English - CBC (Trans-Canada)	1.5	2.2	-	97.8
English - CBC (Dominion)	2.8	57.9	19.8	22.3
English - Private (Trans-Canada)	2.2	81.7	11.6	6.7
English - Private (Dominion)	3.4	66.5	21.1	12.4
English - Private (Unaffiliated)	2.7	86.4	13.6	-
English - CBC (Total)	1.8	19.6	6.2	74.2
English - Private (Total)	2.9	75.6	17.1	7.3
French - Private (French Network)	1.5	88.2	1.0	10.8
French - Private (Unaffiliated)	2.6	90.7	9.3	-
French - CBC (Total)	0.9	24.0	-	76.0
French - Private (Total)	2.1	89.8	6.2	4.0

Table T-3-12. Total for the Week, Sound Radio Programme Class Time as  
Percent of Total Programme Time and Percent by Origin Within  
Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 19b. SPORTS EVENTS</u>				
English - CBC (Trans-Canada)	1.4	-	-	100.0
English - CBC (Dominion)	0.8	-	-	100.0
English - Private (Trans-Canada)	2.2	39.1	3.4	57.5
English - Private (Dominion)	1.7	51.2	6.7	42.1
English - Private (Unaffiliated)	1.0	86.5	5.5	8.0
English - CBC (Total)	1.2	-	-	100.0
English - Private (Total)	1.5	56.0	5.5	38.5
French - Private (French Network)	1.1	24.4	-	75.6
French - Private (Unaffiliated)	0.7	79.3	20.7	-
French - CBC (Total)	1.3	-	-	100.0
French - Private (Total)	0.9	46.0	8.1	45.9
<u>PROGRAMME CLASS 20. CHILDREN'S PROGRAMMES</u>				
English - CBC (Trans-Canada)	6.5	1.6	1.6	96.8
English - CBC (Dominion)	3.2	-	68.1	31.9
English - Private (Trans-Canada)	3.9	15.3	35.0	49.7
English - Private (Dominion)	2.8	9.9	51.5	38.6
English - Private (Unaffiliated)	1.9	15.2	84.8	-
English - CBC (Total)	5.8	1.4	9.1	89.5
English - Private (Total)	2.7	12.8	55.2	32.0
French - Private (French Network)	2.4	15.7	43.5	40.8
French - Private (Unaffiliated)	1.3	26.8	73.2	-
French - CBC (Total)	2.4	-	-	100.0
French - Private (Total)	1.9	19.5	53.9	26.6
<u>PROGRAMME CLASS 20a. CHILDREN'S PROGRAMMES - YOUTH EDUCATION</u>				
English - CBC (Trans-Canada)	5.3	-	2.0	98.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	2.0	2.4	4.9	92.7
English - Private (Dominion)	0.8	-	9.3	90.7
English - Private (Unaffiliated)	0.2	17.4	82.6	-
English - CBC (Total)	4.2	-	2.0	98.0
English - Private (Total)	0.8	2.5	12.3	85.2
French - Private (French Network)	0.7	-	7.2	92.8
French - Private (Unaffiliated)	0.2	26.5	73.5	-
French - CBC (Total)	0.9	-	-	100.0
French - Private (Total)	0.4	5.7	21.4	72.9

Table T-3-13. Total for the Week, Sound Radio Programme Class Time as  
Percent of Total Programme Time and Percent by Origin Within  
Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Live	Material Recorded	Network
<u>PROGRAMME CLASS 20b-f. CHILDREN'S DRAMA</u>				
English - CBC (Trans-Canada)	0.6	-	-	100.0
English - CBC (Dominion)	0.4	-	-	100.0
English - Private (Trans-Canada)	0.6	22.8	68.0	9.1
English - Private (Dominion)	1.0	9.8	58.1	32.1
English - Private (Unaffiliated)	0.7	25.2	74.8	-
English - CBC (Total)	0.5	-	-	100.0
English - Private (Total)	0.8	16.3	64.7	19.0
French - Private (French Network)	0.5	-	38.6	61.4
French - Private (Unaffiliated)	0.1	-	100.0	-
French - CBC (Total)	1.5	-	-	100.0
French - Private (Total)	0.3	-	46.4	53.6
<u>PROGRAMME CLASS 20b. CHILDREN'S DRAMA - CRIME, ETC.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.2	-	100.0	-
English - Private (Dominion)	0.4	-	100.0	-
English - Private (Unaffiliated)	0.4	4.1	95.9	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.4	4.1	98.6	-
French - Private (French Network)	0.2	-	100.0	-
French - Private (Unaffiliated)	0.1	-	100.0	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.2	-	100.0	-
<u>PROGRAMME CLASS 20c. CHILDREN'S DRAMA - COMEDY</u>				
No programme time in Class 20c.				
<u>PROGRAMME CLASS 20d. CHILDREN'S DRAMA - FAIRY TALES</u>				
English - CBC (Trans-Canada)	0.6	-	-	100.0
English - CBC (Dominion)	0.4	-	-	100.0
English - Private (Trans-Canada)	0.4	38.5	46.1	15.4
English - Private (Dominion)	0.6	18.1	22.4	59.5
English - Private (Unaffiliated)	0.3	47.3	52.7	-
English - CBC (Total)	0.5	-	-	100.0
English - Private (Total)	0.4	29.6	34.7	35.7
French - Private (French Network)	0.3	-	-	100.0
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	1.5	-	-	100.0
French - Private (Total)	0.1	-	-	100.0
<u>PROGRAMME CLASS 20e. CHILDREN'S DRAMA - SERIOUS</u>				
No programme time in Class 20e.				



Table T-3-14. Total for the Week, Sound Radio Programme Class Time as  
Percent of Total Programme Time and Percent by Origin Within  
Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 20f. CHILDREN'S DRAMA - OTHER</u>				
No programme time in Class 20f.				
<u>PROGRAMME CLASS 20g. CHILDREN'S VARIETY</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	1.2	-	66.7	33.3
English - Private (Trans-Canada)	0.6	36.6	63.4	-
English - Private (Dominion)	0.6	14.9	73.5	11.6
English - Private (Unaffiliated)	0.6	14.8	85.2	-
English - CBC (Total)	0.2	-	66.7	33.3
English - Private (Total)	0.6	19.3	75.8	4.9
French - Private (French Network)	0.9	38.3	61.7	-
French - Private (Unaffiliated)	0.4	21.7	78.3	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.7	33.5	66.5	-
<u>PROGRAMME CLASS 20h. CHILDREN'S QUIZ, GAMES, ETC.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.1	-	100.0	-
English - Private (Dominion)	0.1	50.0	50.0	-
English - Private (Unaffiliated)	#	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	#	33.0	67.0	-
French - Private (French Network)	0.2	9.5	90.5	-
French - Private (Unaffiliated)	0.2	45.5	54.5	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.1	27.9	72.1	-
# Less than .05 percent.				
<u>PROGRAMME CLASS 20i. CHILDREN'S DRAMA - OTHER</u>				
English - CBC (Trans-Canada)	0.6	16.7	-	83.3
English - CBC (Dominion)	1.6	-	87.0	13.0
English - Private (Trans-Canada)	0.6	30.5	69.5	-
English - Private (Dominion)	0.3	16.1	80.8	3.1
English - Private (Unaffiliated)	0.4	-	100.0	-
English - CBC (Total)	0.9	10.2	33.9	55.9
English - Private (Total)	0.5	14.6	84.3	1.1
French - Private (French Network)	0.1	-	57.1	42.9
French - Private (Unaffiliated)	0.5	28.8	71.2	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.3	23.3	68.5	8.2

Table T-3-15. Total for the Week, Sound Radio Programme Class Time as  
Percent of Total Programme Time and Percent by Origin Within  
Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material		Network
		Live	Recorded	
<u>PROGRAMME CLASS 21. PROGRAMME PROMOTION</u>				
English - CBC (Trans-Canada)	0.3	21.4	-	78.6
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.1	100.0	-	-
English - Private (Dominion)	0.2	12.1	87.9	-
English - Private (Unaffiliated)	0.1	100.0	-	-
English - CBC (Total)	0.2	21.4	-	78.6
English - Private (Total)	0.1	39.5	60.5	-
French - Private (French Network)	#	100.0	-	-
French - Private (Unaffiliated)	#	100.0	-	-
French - CBC (Total)	1.6	32.1	-	67.9
French - Private (Total)	#	100.0	-	-

# Less than .05 percent.

Table GA-1  
 Sound Radio Programme Time: Proportions in Entertainment-Type  
 and Information-Orientation-Type Programmes. General Audience Hours\*  
 by Class of Station, January 15-21, 1956

Class of Station	Percent of Programme Time Which Was		
	Informational and Orientational	Entertainment	Total
English Stations - CBC	28.5	71.5	100.0
Trans-Canada Network	31.9	68.1	100.0
Dominion Network	14.8	85.2	100.0
English Stations - Private	31.0	69.0	100.0
Trans-Canada Network	32.6	67.4	100.0
Dominion Network	31.8	68.2	100.0
Unaffiliated	29.0	71.0	100.0
French Stations - CBC	23.4	76.6	100.0
French Stations - Private	28.6	71.4	100.0
French Network	28.3	71.7	100.0
Unaffiliated	28.9	71.1	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table GA-2  
 Sound Radio Programme Time: Proportions of General Audience Hours\*  
 Entertainment-Type and Information-Oriented-Type Programmes,  
 Respectively, by Origin Within Canada and Class of Station,  
 January 15-21, 1956

Originated as:	Percent of Time in		
	Information- Orientation- Type Programmes	Entertainment- Type Programmes	All Programmes
<u>Local Material Live</u>			
CBC - English (Trans-Canada)	2.9**	0.6	1.4
CBC - English (Dominion)	51.2	6.7	13.3
Private - English (Trans-Canada)	35.6	6.7	16.1
Private - English (Dominion)	45.6	5.0	17.9
Private - English (Unaffiliated)	58.0	6.6	21.5
All English - CBC	7.9	2.1	3.7
All English - Private	47.5	6.0	18.8
Private - French (French Network)	35.0	4.4	13.0
Private - French (Unaffiliated)	53.6	5.7	19.5
All French - CBC	15.5	0.6	4.1
All French - Private	43.9	5.0	16.1
<u>Local Material Recorded</u>			
CBC - English (Trans-Canada)	-	4.0	2.7
CBC - English (Dominion)	30.5	58.5	54.3
Private - English (Trans-Canada)	30.9	64.8	53.8
Private - English (Dominion)	40.8	66.4	58.2
Private - English (Unaffiliated)	42.0	92.7	78.0
All English - CBC	3.1	16.8	12.9
All English - Private	39.0	75.7	64.3
Private - French (French Network)	24.9	49.9	42.8
Private - French (Unaffiliated)	46.4	94.3	80.5
All French - CBC	1.8	10.3	8.3
All French - Private	35.3	70.9	60.7
<u>Network Material</u>			
CBC - English (Trans-Canada)	97.1	95.4	95.9
CBC - English (Dominion)	18.3	34.8	32.4
Private - English (Trans-Canada)	33.5	28.5	30.1
Private - English (Dominion)	13.6	28.6	23.9
Private - English (Unaffiliated)	-	0.7	0.5
All English - CBC	89.0	81.1	83.4
All English - Private	13.5	18.3	16.9
Private - French (French Network)	40.1	45.7	44.2
Private - French (Unaffiliated)	-	-	-
All French - CBC	82.7	89.1	87.6
All French - Private	20.8	24.1	23.2

\*\* This table may be read as follows: "Of all Information-Oriented-type programmes broadcast by English - CBC - Trans-Canada stations, 2.9 percent were broadcast as Local Live, while for English - CBC - Dominion stations, 51.2 percent were broadcast as Local Live."

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.



Table GA-3-1. General Audience Hours\*, Sound Radio Programme Class  
Time as Percent of Total Programme Time, and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 1. NEWS AND WEATHER.</u>				
English - CBC (Trans-Canada)	6.7	9.2	-	90.8
English - CBC (Dominion)	5.1	97.5	-	2.5
English - Private (Trans-Canada)	8.9	70.0	1.1	28.9
English - Private (Dominion)	8.6	93.9	1.4	4.7
English - Private (Unaffiliated)	11.1	98.7	1.3	-
English - CBC (Total)	6.4	23.3	-	76.7
English - Private (Total)	9.6	91.2	1.3	7.5
French - Private (French Network)	5.7	52.7	7.5	39.8
French - Private (Unaffiliated)	8.7	95.1	4.9	-
French - CBC (Total)	4.2	14.5	-	85.5
French - Private (Total)	7.1	77.2	6.0	16.8
<u>PROGRAMME CLASS 2. NATURE AND SCIENCE.</u>				
English - CBC (Trans-Canada)	0.3	-	-	100.0
English - CBC (Dominion)	0.8	-	100.0	-
English - Private (Trans-Canada)	0.1	-	-	100.0
English - Private (Dominion)	#	-	100.0	-
English - Private (Unaffiliated)	#	-	100.0	-
English - CBC (Total)	0.4	-	38.3	67.7
English - Private (Total)	0.1	-	34.1	65.9
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
# Less than .05 per cent.				
<u>PROGRAMME CLASS 3. FOREIGN LANDS AND PEOPLES.</u>				
English - CBC (Trans-Canada)	1.8	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.5	-	100.0	-
English - Private (Dominion)	0.4	-	35.5	64.5
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	1.4	-	-	100.0
English - Private (Total)	0.3	-	61.5	38.5
French - Private (French Network)	0.1	50.0	50.0	-
French - Private (Unaffiliated)	0.2	-	100.0	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.2	20.0	80.0	-

\* Monday-Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table GA-3-2. General Audience Hours\*, Sound Radio Programme Class  
Time as Percent of Total Programme Time, and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 4. POLITICAL AND OTHER PUBLIC AFFAIRS.</u>				
English - CBC (Trans-Canada)	3.7	-	-	100.0
English - CBC (Dominion)	0.6	-	100.0	-
English - Private (Trans-Canada)	2.8	-	14.5	85.5
English - Private (Dominion)	1.4	18.0	41.1	40.9
English - Private (Unaffiliated)	1.1	44.9	55.1	-
English - CBC (Total)	3.1	-	4.1	95.9
English - Private (Total)	1.6	17.7	34.4	47.9
French - Private (French Network)	2.3	11.3	-	88.7
French - Private (Unaffiliated)	1.2	-	100.0	-
French - CBC (Total)	3.9	25.0	-	75.0
French - Private (Total)	1.8	7.8	31.0	61.2
<u>PROGRAMME CLASS 5. SOCIAL AND HUMAN RELATIONS.</u>				
English - CBC (Trans-Canada)	1.2	-	-	100.0
English - CBC (Dominion)	1.3	-	-	100.0
English - Private (Trans-Canada)	2.2	5.7	25.5	68.8
English - Private (Dominion)	1.7	7.6	28.4	64.0
English - Private (Unaffiliated)	0.9	37.3	62.7	-
English - CBC (Total)	1.2	-	-	100.0
English - Private (Total)	1.5	13.3	34.8	51.9
French - Private (French Network)	3.2	4.5	59.4	36.1
French - Private (Unaffiliated)	1.3	8.2	91.8	-
French - CBC (Total)	0.6	-	-	100.0
French - Private (Total)	2.3	5.5	68.1	26.4
<u>PROGRAMME CLASS 6. MISCELLANEOUS INFORMATION.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.9	-	100.0	-
English - Private (Dominion)	0.6	18.5	81.5	-
English - Private (Unaffiliated)	0.8	7.8	92.2	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.7	9.4	90.6	-
French - Private (French Network)	0.2	3.0	70.0	-
French - Private (Unaffiliated)	0.2	44.4	55.6	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.2	36.8	63.2	-

\* Monday-Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table GA-3-3. General Audience Hours\*, Sound Radio Programme Class  
Time as Percent of Total Programme Time, and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 7. CANADIAN ACTIVITIES AND HERITAGE.</u>				
English - CBC (Trans-Canada)	4.9	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	1.8	19.4	13.4	67.2
English - Private (Dominion)	1.5	28.0	36.4	35.6
English - Private (Unaffiliated)	0.6	48.6	51.4	-
English - CBC (Total)	4.0	-	-	100.0
English - Private (Total)	1.2	28.8	32.0	39.2
French - Private (French Network)	3.2	16.1	61.5	22.4
French - Private (Unaffiliated)	1.3	3.1	96.9	-
French - CBC (Total)	1.6	40.0	-	60.0
French - Private (Total)	2.3	9.8	78.8	11.4
<u>PROGRAMME CLASS 8. "FEEDBACK" PROGRAMMES.</u>				
English - CBC (Trans-Canada)	0.6	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.1	-	-	100.0
English - Private (Dominion)	-	-	-	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	0.5	-	-	100.0
English - Private (Total)	#	-	-	100.0
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	0.3	27.8	72.2	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.1	27.8	72.2	-
# Less than .05 per cent.				
<u>PROGRAMME CLASS 9. RELIGION.</u>				
English - CBC (Trans-Canada)	7.2	-	-	100.0
English - CBC (Dominion)	5.5	47.2	29.2	23.6
English - Private (Trans-Canada)	10.3	33.5	55.2	11.3
English - Private (Dominion)	14.9	30.9	61.5	7.6
English - Private (Unaffiliated)	11.6	32.5	67.5	-
English - CBC (Total)	6.8	7.5	4.6	87.9
English - Private (Total)	12.7	31.9	62.3	5.8
French - Private (French Network)	9.0	56.9	21.5	21.6
French - Private (Unaffiliated)	11.1	47.6	52.4	-
French - CBC (Total)	4.2	16.0	-	84.0
French - Private (Total)	10.0	52.0	37.8	10.2

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table GA-3-4. General Audience Hours\*, Sound Radio Programme Class  
Time as Percent of Total Programme Time, and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local	Material	Network
		Live	Recorded	
<u>PROGRAMME CLASS 10. FINE ARTS, LITERATURE, ETC.</u>				
English - CBC (Trans-Canada)	5.3	-	-	100.0
English - CBC (Dominion)	2.6	50.0	-	50.0
English - Private (Trans-Canada)	1.8	2.8	12.7	84.5
English - Private (Dominion)	0.5	14.3	-	85.7
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	4.7	5.4	-	94.6
English - Private (Total)	0.6	7.1	8.0	84.9
French - Private (French Network)	4.5	1.6	-	98.4
French - Private (Unaffiliated)	0.3	-	100.0	-
French - CBC (Total)	4.2	-	-	100.0
French - Private (Total)	2.5	1.5	6.0	92.5
<u>PROGRAMME CLASS 11. DANCE.</u>				
No programme time in Class 11 during General Audience Hours.				
<u>PROGRAMME CLASS 12. AGRICULTURE, FISHERIES, ETC.</u>				
English - CBC (Trans-Canada)	1.8	8.8	-	91.2
English - CBC (Dominion)	0.6	-	100.0	-
English - Private (Trans-Canada)	2.3	24.8	27.9	47.3
English - Private (Dominion)	0.6	51.4	25.9	22.7
English - Private (Unaffiliated)	0.4	54.6	45.4	-
English - CBC (Total)	1.6	8.0	8.1	83.9
English - Private (Total)	0.9	37.5	30.1	32.4
French - Private (French Network)	2.5	5.8	13.3	80.9
French - Private (Unaffiliated)	0.8	13.2	86.8	-
French - CBC (Total)	1.3	-	-	100.0
French - Private (Total)	1.8	7.5	30.0	62.5
<u>PROGRAMME CLASS 13. FAMILY LIVING AND SHOPPING.</u>				
English - CBC (Trans-Canada)	0.6	-	-	100.0
English - CBC (Dominion)	0.9	-	100.0	-
English - Private (Trans-Canada)	1.8	47.4	40.5	12.1
English - Private (Dominion)	1.7	33.0	63.0	4.0
English - Private (Unaffiliated)	1.9	27.6	72.4	-
English - CBC (Total)	0.7	-	26.0	74.0
English - Private (Total)	1.8	34.0	61.8	4.2
French - Private (French Network)	1.6	44.5	37.3	18.2
French - Private (Unaffiliated)	2.0	65.9	34.1	-
French - CBC (Total)	1.5	28.6	28.6	42.8
French - Private (Total)	1.8	55.9	35.6	8.5

\* Monday-Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.



Table GA-3-5. General Audience Hours\*, Sound Radio Programme Class  
Time as Percent of Total Programme Time, and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Live	Material Recorded	Network
<u>PROGRAMME CLASS 13a. FAMILY LIVING.</u>				
English - CBC (Trans-Canada)	0.6	-	-	100.0
English - CBC (Dominion)	0.9	-	100.0	-
English - Private (Trans-Canada)	1.7	48.0	39.3	12.7
English - Private (Dominion)	1.5	32.2	63.1	4.7
English - Private (Unaffiliated)	1.8	27.7	72.3	-
English - CBC (Total)	0.7	-	26.0	74.0
English - Private (Total)	1.6	33.9	61.5	4.6
French - Private (French Network)	1.4	47.2	32.1	20.7
French - Private (Unaffiliated)	1.4	73.0	27.0	-
French - CBC (Total)	1.5	28.6	28.6	42.8
French - Private (Total)	1.4	59.4	29.4	10.9
<u>PROGRAMME CLASS 13b. MERCHANDISING.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.1	33.7	66.7	-
English - Private (Dominion)	0.2	37.4	62.6	-
English - Private (Unaffiliated)	0.1	25.0	75.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.2	35.2	64.8	-
French - Private (French Network)	0.2	25.0	75.0	-
French - Private (Unaffiliated)	0.6	49.5	50.5	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.4	43.0	57.0	-
<u>PROGRAMME CLASS 14. MUSIC PROGRAMMES.</u>				
English - CBC (Trans-Canada)	46.8	-	5.8	94.2
English - CBC (Dominion)	62.9	2.0	70.3	27.7
English - Private (Trans-Canada)	51.0	1.7	73.2	25.1
English - Private (Dominion)	49.2	1.2	75.3	23.5
English - Private (Unaffiliated)	55.5	1.6	97.5	0.9
English - CBC (Total)	50.8	0.5	21.8	77.7
English - Private (Total)	51.8	1.5	83.4	15.1
French - Private (French Network)	53.6	0.6	61.2	38.2
French - Private (Unaffiliated)	61.7	0.4	99.6	-
French - CBC (Total)	57.8	0.6	13.7	85.7
French - Private (Total)	57.5	0.5	80.8	18.7

\* Monday-Friday, 6:30 to 9:00 p.m.

Saturday, sign-on to 9:00 p.m.

Sunday, sign-on to 9:00 p.m.

Table GA-3-6. General Audience Hours\*, Sound Radio Programme Class  
Time as Percent of Total Programme Time, and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 14a. SERIOUS. - MUSIC.</u>				
English - CBC (Trans-Canada)	22.9	-	2.3	97.7
English - CBC (Dominion)	9.0	-	42.9	57.1
English - Private (Trans-Canada)	8.4	-	7.9	92.1
English - Private (Dominion)	4.4	-	10.7	89.3
English - Private (Unaffiliated)	1.2	11.7	64.9	23.4
English - CBC (Total)	20.1	-	5.9	94.1
English - Private (Total)	4.1	1.2	15.1	83.7
French - Private (French Network)	18.0	0.4	12.7	86.9
French - Private (Unaffiliated)	3.6	-	100.0	-
French - CBC (Total)	26.3	1.2	1.2	97.6
French - Private (Total)	11.2	0.3	26.1	73.6
<u>PROGRAMME CLASS 14b. LIGHT. - MUSIC.</u>				
English - CBC (Trans-Canada)	8.8	-	5.4	94.6
English - CBC (Dominion)	5.4	-	52.4	47.6
English - Private (Trans-Canada)	8.7	2.7	66.1	31.2
English - Private (Dominion)	5.8	-	48.1	51.9
English - Private (Unaffiliated)	6.6	2.8	94.4	2.8
English - CBC (Total)	8.2	-	11.6	88.4
English - Private (Total)	6.7	1.7	69.4	28.9
French - Private (French Network)	7.9	-	63.8	36.2
French - Private (Unaffiliated)	7.2	-	100.0	-
French - CBC (Total)	10.6	-	7.9	92.1
French - Private (Total)	7.6	-	80.2	19.8
<u>PROGRAMME CLASS 14c. POPULAR AND DANCE. - MUSIC.</u>				
English - CBC (Trans-Canada)	6.9	-	24.3	75.7
English - CBC (Dominion)	31.1	4.2	87.5	8.3
English - Private (Trans-Canada)	26.2	0.9	97.0	2.1
English - Private (Dominion)	27.1	1.1	92.9	6.0
English - Private (Unaffiliated)	39.0	0.8	99.2	-
English - CBC (Total)	11.7	2.2	57.5	40.3
English - Private (Total)	31.2	0.9	96.5	2.6
French - Private (French Network)	23.4	0.1	92.6	7.3
French - Private (Unaffiliated)	46.3	-	100.0	-
French - CBC (Total)	20.6	-	32.8	67.2
French - Private (Total)	34.3	-	97.4	2.6

\* Monday-Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table GA-3-7. General Audience Hours\*, Sound Radio Programme Class  
Time as Percent of Total Programme Time, and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 14d. FOLK, WESTERN, OLD, ETC. - MUSIC.</u>				
English - CBC (Trans-Canada)	8.2	-	-	100.0
English - CBC (Dominion)	17.4	-	59.3	40.7
English - Private (Trans-Canada)	7.7	5.0	71.8	23.2
English - Private (Dominion)	11.4	2.6	72.4	25.0
English - Private (Unaffiliated)	8.7	3.2	96.8	-
English - CBC (Total)	10.0	-	20.4	79.6
English - Private (Total)	9.7	3.2	80.1	16.7
French - Private (French Network)	4.3	5.6	89.4	5.0
French - Private (Unaffiliated)	4.6	5.1	94.9	-
French - CBC (Total)	0.3	-	-	100.0
French - Private (Total)	4.4	5.4	92.1	2.5
<u>PROGRAMME CLASS 14e. READINGS OF PROSE AND POETRY. - MUSIC.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	0.3	-	75.0	25.0
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.1	-	75.0	25.0
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
<u>PROGRAMME CLASS 15. DRAMA PROGRAMMES.</u>				
English - CBC (Trans-Canada)	7.6	-	-	100.0
English - CBC (Dominion)	4.5	-	28.6	71.4
English - Private (Trans-Canada)	4.7	3.3	37.6	59.1
English - Private (Dominion)	5.2	-	45.5	54.5
English - Private (Unaffiliated)	4.8	-	98.4	1.6
English - CBC (Total)	7.0	-	3.6	96.4
English - Private (Total)	4.9	0.7	62.2	37.1
French - Private (French Network)	6.2	-	2.3	97.7
French - Private (Unaffiliated)	0.3	25.0	75.0	-
French - CBC (Total)	8.4	-	-	100.0
French - Private (Total)	3.4	1.1	5.5	93.4

\* Monday-Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table GA-3-8. General Audience Hours\*, Sound Radio Programme Class  
Time as Percent of Total Programme Time, and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Live	Material Recorded	Network
<u>PROGRAMME CLASS 15a. DRAMA-SERIOUS.</u>				
English - CBC (Trans-Canada)	4.1	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	2.0	-	-	100.0
English - Private (Dominion)	0.6	-	100.0	-
English - Private (Unaffiliated)	0.4	-	100.0	-
English - CBC (Total)	3.3	-	-	100.0
English - Private (Total)	0.8	-	48.1	51.9
French - Private (French Network)	1.7	-	-	100.0
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	1.9	-	-	100.0
French - Private (Total)	0.9	-	-	100.0
<u>PROGRAMME CLASS 15b. DRAMA-DOMESTIC.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	-	-	-	-
English - Private (Unaffiliated)	0.4	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.2	-	100.0	-
French - Private (French Network)	2.9	-	-	100.0
French - Private (Unaffiliated)	0.2	50.0	50.0	-
French - CBC (Total)	4.5	-	-	100.0
French - Private (Total)	1.6	2.3	2.3	95.4
<u>PROGRAMME CLASS 15c. DRAMA-COMEDY.</u>				
English - CBC (Trans-Canada)	2.5	-	-	100.0
English - CBC (Dominion)	3.2	-	-	100.0
English - Private (Trans-Canada)	1.2	-	46.4	53.6
English - Private (Dominion)	2.8	-	2.8	97.2
English - Private (Unaffiliated)	0.9	-	91.8	8.2
English - CBC (Total)	2.7	-	-	100.0
English - Private (Total)	1.7	-	25.3	74.7
French - Private (French Network)	1.0	-	-	100.0
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	1.3	-	-	100.0
French - Private (Total)	0.5	-	-	100.0

\* Monday-Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.



Table GA-3-9. General Audience Hours\*, Sound Radio Programme Class  
Time as Percent of Total Programme Time, and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 15d. CRIME, WESTERN, ETC. - DRAMA.</u>				
English - CBC (Trans-Canada)	1.0	-	-	100.0
English - CBC (Dominion)	1.3	-	100.0	-
English - Private (Trans-Canada)	1.4	-	88.9	11.1
English - Private (Dominion)	1.6	-	95.2	4.8
English - Private (Unaffiliated)	2.2	-	100.0	-
English - CBC (Total)	1.0	-	25.0	75.0
English - Private (Total)	1.7	-	96.3	3.7
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
<u>PROGRAMME CLASS 15e. ROMANTIC. - DRAMA.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	0.2	-	100.0	-
English - Private (Unaffiliated)	0.3	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.2	-	100.0	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
<u>PROGRAMME CLASS 15f. MUSICAL COMEDY. - DRAMA.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	-	-	-	-
English - Private (Unaffiliated)	0.2	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.1	-	100.0	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-

\* Monday-Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table GA-3-10. General Audience Hours\*, Sound Radio Programme Class  
Time as Percent of Total Programme Time, and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 15g. OTHER.- DRAMA.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.1	100.0	-	-
English - Private (Dominion)	-	-	-	-
English - Private (Unaffiliated)	0.4	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.2	20.0	80.0	-
French - Private (French Network)	0.6	-	25.0	75.0
French - Private (Unaffiliated)	0.1	-	100.0	-
French - CBC (Total)	0.7	-	-	100.0
French - Private (Total)	0.4	-	40.0	60.0
<u>PROGRAMME CLASS 16. VARIETY.</u>				
English - CBC (Trans-Canada)	1.0	-	-	100.0
English - CBC (Dominion)	2.6	-	-	100.0
English - Private (Trans-Canada)	1.4	-	78.1	21.9
English - Private (Dominion)	2.9	5.4	49.5	45.1
English - Private (Unaffiliated)	3.0	3.1	96.9	-
English - CBC (Total)	1.3	-	-	100.0
English - Private (Total)	2.6	3.8	72.1	24.1
French - Private (French Network)	0.6	-	100.0	-
French - Private (Unaffiliated)	1.3	9.8	90.2	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.9	6.7	93.3	-
<u>PROGRAMME CLASS 17. PERSONALITIES.</u>				
English - CBC (Trans-Canada)	1.0	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.3	76.9	-	23.1
English - Private (Dominion)	0.3	-	16.0	84.0
English - Private (Unaffiliated)	1.3	53.3	46.7	-
English - CBC (Total)	0.8	-	-	100.0
English - Private (Total)	0.7	45.2	35.8	19.0
French - Private (French Network)	1.1	-	6.3	93.7
French - Private (Unaffiliated)	0.5	-	100.0	-
French - CBC (Total)	2.6	-	-	100.0
French - Private (Total)	0.8	-	31.8	68.2

\* Monday-Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table GA-3-11. General Audience Hours\*, Sound Radio Programme Class  
Time as Percent of Total Programme Time, and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 18. QUIZ, GAMES AND CONTESTS.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	1.1	24.3	75.7	-
English - Private (Dominion)	1.3	1.4	98.6	-
English - Private (Unaffiliated)	1.2	42.6	57.4	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	1.2	20.6	79.4	-
French - Private (French Network)	0.6	30.4	69.6	-
French - Private (Unaffiliated)	1.2	2.1	97.9	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.9	11.5	88.5	-
<u>PROGRAMME CLASS 19. SPORTS PROGRAMMES.</u>				
English - CBC (Trans-Canada)	2.5	2.5	-	97.5
English - CBC (Dominion)	6.8	46.2	25.3	28.5
English - Private (Trans-Canada)	3.9	49.7	10.0	40.3
English - Private (Dominion)	4.3	43.4	16.1	40.5
English - Private (Unaffiliated)	2.6	70.3	29.7	-
English - CBC (Total)	3.4	15.0	7.2	77.8
English - Private (Total)	3.6	51.8	18.2	30.0
French - Private (French Network)	2.4	87.1	1.0	11.9
French - Private (Unaffiliated)	3.3	86.8	13.2	-
French - CBC (Total)	0.8	14.3	-	85.7
French - Private (Total)	2.8	86.9	7.7	5.4
<u>PROGRAMME CLASS 19a. SPORTS NEWS AND INTERVIEWS.</u>				
English - CBC (Trans-Canada)	2.5	4.2	-	95.8
English - CBC (Dominion)	6.8	46.2	25.3	28.5
English - Private (Trans-Canada)	2.5	78.1	15.7	6.2
English - Private (Dominion)	3.2	50.1	22.1	27.8
English - Private (Unaffiliated)	2.4	75.5	24.4	-
English - CBC (Total)	3.4	20.9	10.0	69.1
English - Private (Total)	2.7	63.5	21.6	14.9
French - Private (French Network)	1.6	80.8	1.5	17.7
French - Private (Unaffiliated)	3.1	86.1	13.9	-
French - CBC (Total)	0.8	14.3	-	85.7
French - Private (Total)	2.3	84.2	9.3	6.5

\* Monday-Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table GA-3-12. General Audience Hours\*, Sound Radio Programme Class  
Time as Percent of Total Programme Time, and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 19b. SPORTS EVENTS.</u>				
English - CBC (Trans-Canada)	1.7	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	1.4	-	-	100.0
English - Private (Dominion)	1.1	25.2	-	74.8
English - Private (Unaffiliated)	0.2	-	100.0	-
English - CBC (Total)	1.3	-	-	100.0
English - Private (Total)	0.9	14.6	7.5	77.9
French - Private (French Network)	0.8	100.0	-	-
French - Private (Unaffiliated)	0.2	100.0	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.5	100.0	-	-
<u>PROGRAMME CLASS 20. CHILDREN'S PROGRAMMES.</u>				
English - CBC (Trans-Canada)	5.1	6.2	-	93.8
English - CBC (Dominion)	5.8	-	44.4	55.6
English - Private (Trans-Canada)	4.1	24.6	58.4	17.0
English - Private (Dominion)	4.8	14.4	55.4	30.2
English - Private (Unaffiliated)	3.1	22.3	77.7	-
English - CBC (Total)	5.2	4.9	9.7	85.4
English - Private (Total)	4.1	18.8	62.3	18.9
French - Private (French Network)	3.9	11.1	48.9	40.0
French - Private (Unaffiliated)	3.0	29.8	70.2	-
French - CBC (Total)	5.5	-	-	100.0
French - Private (Total)	3.4	18.8	57.6	23.6
<u>PROGRAMME CLASS 20a. YOUTH EDUCATIONAL PROGRAMMES. - CHILDREN'S PROGRAMMES.</u>				
English - CBC (Trans-Canada)	2.9	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.9	8.3	33.3	58.4
English - Private (Dominion)	0.3	-	66.7	33.3
English - Private (Unaffiliated)	0.5	17.4	82.6	-
English - CBC (Total)	2.3	-	-	100.0
English - Private (Total)	0.5	9.2	60.0	30.8
French - Private (French Network)	1.3	-	11.3	88.7
French - Private (Unaffiliated)	0.6	26.5	73.5	-
French - CBC (Total)	2.6	-	-	100.0
French - Private (Total)	0.9	7.9	29.9	62.2

\* Monday-Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.



Table GA-3-13, General Audience Hours\*, Sound Radio Programme Class  
Time as Percent of Total Programme Time, and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 20 b-f. CHILDREN'S DRAMA. - CHILDREN'S PROGRAMMES.</u>				
English - CBC (Trans-Canada)	0.8	-	-	100.0
English - CBC (Dominion)	1.3	-	-	100.0
English - Private (Trans-Canada)	1.1	21.5	64.1	14.4
English - Private (Dominion)	2.6	93.3	50.6	40.1
English - Private (Unaffiliated)	1.6	25.6	74.4	-
English - CBC (Total)	0.9	-	-	100.0
English - Private (Total)	1.9	15.6	59.3	25.1
French - Private (French Network)	0.8	-	63.0	37.0
French - Private (Unaffiliated)	0.3	-	100.0	-
French - CBC (Total)	2.9	-	-	100.0
French - Private (Total)	0.5	-	71.7	28.3
<u>PROGRAMME CLASS 20b. CRIME, WESTERN, ETC. - CHILDREN'S DRAMA.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.7	-	100.0	-
English - Private (Dominion)	1.1	-	100.0	-
English - Private (Unaffiliated)	0.9	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.9	-	100.0	-
French - Private (French Network)	0.5	-	100.0	-
French - Private (Unaffiliated)	0.3	-	100.0	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.4	-	100.0	-
<u>PROGRAMME CLASS 20c. COMEDY. - CHILDREN'S DRAMA.</u>				
No programme time in Class 20c during General Audience Hours.				
<u>PROGRAMME CLASS 20d. FAIRY TALES. - CHILDREN'S DRAMA.</u>				
English - CBC (Trans-Canada)	0.8	-	-	100.0
English - CBC (Dominion)	1.3	-	-	100.0
English - Private (Trans-Canada)	0.4	60.0	-	40.0
English - Private (Dominion)	1.5	15.8	15.8	68.4
English - Private (Unaffiliated)	0.7	59.9	40.1	-
English - CBC (Total)	0.9	-	-	100.0
English - Private (Total)	1.0	30.5	20.6	48.9
French - Private (French Network)	0.3	-	-	100.0
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	2.9	-	-	100.0
French - Private (Total)	0.1	-	-	100.0

\* Monday-Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table GA-3-14. General Audience Hours\*, Sound Radio Programme Class  
Time as Percent of Total Programme Time, and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 20e. SERIOUS. - CHILDREN'S DRAMA.</u>				
No programme time in Class 20e. during General Audience Hours.				
<u>PROGRAMME CLASS 20f. OTHER. - CHILDREN'S DRAMA.</u>				
No programme time in Class 20f. during General Audience Hours.				
<u>PROGRAMME CLASS 20g. CHILDREN'S VARIETY. - CHILDREN'S PROGRAMMES.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	3.9	-	66.7	33.3
English - Private (Trans-Canada)	1.4	32.3	67.7	-
English - Private (Dominion)	1.1	13.2	65.1	21.7
English - Private (Unaffiliated)	0.5	43.3	56.7	-
English - CBC (Total)	0.8	-	66.7	33.3
English - Private (Total)	0.9	24.9	64.5	10.6
French - Private (French Network)	1.1	35.6	64.4	-
French - Private (Unaffiliated)	0.9	31.0	69.0	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	1.0	33.6	66.4	-
<u>PROGRAMME CLASS 20h. QUIZ, GAMES AND CONTESTS. - CHILDREN'S PROGRAMMES.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.2	-	100.0	-
English - Private (Dominion)	0.2	50.0	50.0	-
English - Private (Unaffiliated)	#	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.1	33.0	67.0	-
French - Private (French Network)	0.5	9.5	90.5	-
French - Private (Unaffiliated)	0.3	-	100.0	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.4	6.1	93.9	-
# Less than .05 percent.				
<u>PROGRAMME CLASS 20i. OTHER CHILDREN'S PROGRAMMES. - CHILDREN'S PROGRAMMES.</u>				
English - CBC (Trans-Canada)	1.4	22.2	-	77.8
English - CBC (Dominion)	0.6	-	-	100.0
English - Private (Trans-Canada)	0.5	47.9	52.1	-
English - Private (Dominion)	0.6	38.3	54.5	7.2
English - Private (Unaffiliated)	0.5	-	100.0	-
English - CBC (Total)	1.2	20.0	-	80.0
English - Private (Total)	0.5	26.5	70.3	3.2
French - Private (French Network)	0.2	-	45.4	54.6
French - Private (Unaffiliated)	0.9	50.0	50.0	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.6	37.8	48.9	13.3

\* Monday-Friday, 6:30 to 9:00 p.m.  
Saturday and Sunday, sign-on to 9:00 p.m.

Table GA-3-15. General Audience Hours\*, Sound Radio Programme Class  
Time as Percent of Total Programme Time, and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 21. PROGRAMME PROMOTION.</u>				
English - CBC (Trans-Canada)	0.2	75.0	-	25.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	0.1	16.7	83.3	-
English - Private (Unaffiliated)	0.1	100.0	-	-
English - CBC (Total)	0.2	75.0	-	25.0
English - Private (Total)	0.1	69.4	30.6	-
French - Private (French Network)	#	100.0	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	1.6	-	-	100.0
French - Private (Total)	#	100.0	-	-

# Less than .05 percent.

\* Monday-Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table Ch-1  
 Sound Radio Programme Time: Proportions in Entertainment-Type  
 and Information-Orientation-Type Programmes. Children Hours\*  
 by Class of Station, January 15-21, 1956

Class of Station	Percent of Programme Time Which Was		
	Informational and Orientational	Entertainment	Total
English Stations - CBC	34.6	65.4	100.0
Trans-Canada Network	42.2	57.8	100.0
Dominion Network	4.3	95.7	100.0
English Stations - Private	19.9	80.1	100.0
Trans-Canada Network	25.5	74.5	100.0
Dominion Network	19.0	81.0	100.0
Unaffiliated	17.6	82.4	100.0
French Stations - CBC	28.2	71.8	100.0
French Stations - Private	27.2	72.8	100.0
French Network	24.4	75.6	100.0
Unaffiliated	30.3	69.7	100.0

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\* Monday - Friday, 4:30 to 6:30 p.m.



Table Ch-2  
 Sound Radio Programme Time: Proportions of Children Hours\*  
 Entertainment-Type and Information-Orientation-Type Programmes,  
 Respectively, by Origin Within Canada and Class of Station,  
 January 15-21, 1956

Originated as:	Percent of Time in		
	Information- Orientation- Type Programmes	Entertainment- Type Programmes	All Programmes
<u>Local Material Live</u>			
CBC - English (Trans-Canada)	7.4**	-	3.1
CBC - English (Dominion)	100.0	-	4.3
Private - English (Trans-Canada)	56.1	11.7	23.0
Private - English (Dominion)	80.0	5.9	19.6
Private - English (Unaffiliated)	90.9	6.8	21.6
All English - CBC	9.7	-	3.4
All English - Private	76.9	7.4	21.3
Private - French (French Network)	70.0	9.2	24.0
Private - French (Unaffiliated)	76.6	4.6	26.5
All French - CBC	30.6	3.0	10.8
All French - Private	73.5	7.1	25.2
<u>Local Material Recorded</u>			
CBC - English (Trans-Canada)	0.5	15.3	9.0
CBC - English (Dominion)	-	100.0	95.7
Private - English (Trans-Canada)	31.7	77.8	66.0
Private - English (Dominion)	14.0	91.2	60.5
Private - English (Unaffiliated)	9.1	93.2	78.4
All English - CBC	0.5	40.1	26.4
All English - Private	17.3	89.3	74.9
Private - French (French Network)	19.7	79.8	65.1
Private - French (Unaffiliated)	23.4	95.4	73.5
All French - CBC	-	10.2	7.3
All French - Private	21.6	86.8	69.1
<u>Network Material</u>			
CBC - English (Trans-Canada)	92.1	84.7	87.9
CBC - English (Dominion)	-	-	-
Private - English (Trans-Canada)	12.2	10.5	11.0
Private - English (Dominion)	6.0	2.9	19.9
Private - English (Unaffiliated)	-	-	-
All English - CBC	89.8	59.9	70.2
All English - Private	5.8	3.3	3.8
Private - French (French Network)	10.3	11.0	10.9
Private - French (Unaffiliated)	-	-	-
All French - CBC	69.4	86.8	81.9
All French - Private	4.9	6.1	5.7

\*\* This table may be read as follows: "Of all Information-Orientation-type programmes broadcast by English - CBC - Trans-Canada stations, 7.4 percent were broadcast as Local Live, while for English - CBC - Dominion stations, 100.0 percent were broadcast as Local Live."

\* Monday - Friday, 4:30 to 6:30 p.m.

Table Ch.-3-1. Children Hours\*, Sound Radio Programme Class Time as Percent of Total Programme Time and Percent by Origin Within Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Live	Material Recorded	Network
<u>PROGRAMME CLASS 1. NEWS AND WEATHER.</u>				
English - CBC (Trans-Canada)	8.7	-	-	100.0
English - CBC (Dominion)	4.3	100.0	-	-
English - Private (Trans-Canada)	12.1	94.5	5.5	-
English - Private (Dominion)	12.6	90.0	-	9.1
English - Private (Unaffiliated)	14.3	98.3	1.7	-
English - CBC (Total)	7.8	11.1	-	88.9
English - Private (Total)	13.1	94.5	1.8	3.7
French - Private (French Network)	13.0	72.1	10.7	17.2
French - Private (Unaffiliated)	12.4	99.0	1.0	-
French - CBC (Total)	7.5	28.7	-	71.3
French - Private (Total)	12.8	84.4	6.2	9.4
<u>PROGRAMME CLASS 2. NATURE AND SCIENCE.</u>				
No programme time in Class 2 during Children Hours.				
<u>PROGRAMME CLASS 3. FOREIGN LANDS AND PEOPLES.</u>				
No programme time in Class 3 during Children Hours.				
<u>PROGRAMME CLASS 4. POLITICAL AND OTHER PUBLIC AFFAIRS.</u>				
English - CBC (Trans-Canada)	1.7	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.4	79.0	21.0	-
English - Private (Dominion)	0.3	100.0	-	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	1.3	-	-	100.0
English - Private (Total)	0.2	90.9	9.1	-
French - Private (French Network)	1.1	75.0	-	25.0
French - Private (Unaffiliated)	0.1	100.0	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.6	76.9	-	23.1
<u>PROGRAMME CLASS 5. SOCIAL AND HUMAN RELATIONS.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	0.2	25.0	75.0	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.1	25.0	75.0	-
French - Private (French Network)	1.4	-	100.0	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.7	-	100.0	-

\* Monday - Friday, 4:30 to 6:30 p.m.

Table Ch.-3-2. Children Hours\*, Sound Radio Programme Class Time as Percent of Total Programme Time and Percent by Origin Within Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Live	Material Recorded	Network
<u>PROGRAMME CLASS 6. MISCELLANEOUS INFORMATION.</u>				
English - CBC (Trans-Canada)	0.6	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	0.6	-	100.0	-
English - Private (Unaffiliated)	0.6	10.0	90.0	-
English - CBC (Total)	0.5	-	-	100.0
English - Private (Total)	0.5	4.5	95.5	-
French - Private (French Network)	6.9	50.0	50.0	-
French - Private (Unaffiliated)	0.2	-	100.0	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.6	41.7	58.3	-
<u>PROGRAMME CLASS 7. CANADIAN ACTIVITIES AND HERITAGE.</u>				
English - CBC (Trans-Canada)	8.8	35.7	-	64.3
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	4.3	-	100.0	-
English - Private (Dominion)	0.7	66.7	33.3	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	7.0	35.7	-	64.3
English - Private (Total)	1.2	16.7	83.3	-
French - Private (French Network)	1.4	100.0	-	-
French - Private (Unaffiliated)	0.1	-	100.0	-
French - CBC (Total)	1.3	-	-	100.0
French - Private (Total)	0.8	93.8	6.2	-
<u>PROGRAMME CLASS 8. "FEEDBACK" PROGRAMMES.</u>				
No programme time in Class 8 during Children Hours.				
<u>PROGRAMME CLASS 9. RELIGION.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	0.2	-	100.0	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.1	-	100.0	-
French - Private (French Network)	1.1	25.0	75.0	-
French - Private (Unaffiliated)	1.6	-	100.0	-
French - CBC (Total)	6.5	100.0	-	-
French - Private (Total)	1.3	11.1	88.9	-

\* Monday - Friday, 4:30 to 6:30 p.m.

Table Ch.-3-3. Children Hours\*, Sound Radio Programme Class Time as Percent of Total Programme Time and Percent by Origin Within Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 10. FINE ARTS, LITERATURE, ETC.</u>				
English - CBC (Trans-Canada)	3.1	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	-	-	-	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	2.5	-	-	100.0
English - Private (Total)	-	-	-	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
<u>PROGRAMME CLASS 11. DANCE.</u>				
No programme time in Class 11 during Children Hours.				
<u>PROGRAMME CLASS 12. AGRICULTURE, FISHERIES, ETC.</u>				
English - CBC (Trans-Canada)	6.2	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	3.1	-	-	100.0
English - Private (Dominion)	1.0	100.0	-	-
English - Private (Unaffiliated)	0.7	53.7	46.3	-
English - CBC (Total)	5.0	-	-	100.0
English - Private (Total)	1.4	42.2	8.2	49.6
French - Private (French Network)	0.5	100.0	-	-
French - Private (Unaffiliated)	3.1	-	100.0	-
French - CBC (Total)	6.5	-	-	100.0
French - Private (Total)	1.7	44.3	85.7	-
<u>PROGRAMME CLASS 13. FAMILY LIVING AND SHOPPING.</u>				
English - CBC (Trans-Canada)	2.1	-	10.0	90.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	5.2	41.9	58.1	-
English - Private (Dominion)	2.9	63.9	36.1	-
English - Private (Unaffiliated)	1.4	66.4	33.6	-
English - CBC (Total)	1.7	-	10.0	90.0
English - Private (Total)	2.8	55.7	44.3	-
French - Private (French Network)	5.0	85.2	14.8	-
French - Private (Unaffiliated)	12.5	84.3	15.7	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	8.5	84.6	15.4	-

\* Monday - Friday, 4:30 to 6:30 p.m.



Table Ch.-3-4. Children Hours\*, Sound Radio Programme Class Time as Percent of Total Programme Time and Percent by Origin Within Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 13a. FAMILY LIVING.</u>				
English - CBC (Trans-Canada)	2.1	-	10.0	90.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	2.3	63.9	36.1	-
English - Private (Dominion)	1.8	91.4	8.6	-
English - Private (Unaffiliated)	1.4	66.4	33.6	-
English - CBC (Total)	1.7	-	10.0	90.0
English - Private (Total)	1.8	76.8	23.2	-
French - Private (French Network)	3.1	94.1	5.9	-
French - Private (Unaffiliated)	6.1	90.4	9.6	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	4.5	91.8	8.2	-
<u>PROGRAMME CLASS 13b. MERCHANDISING.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	2.9	25.0	75.0	-
English - Private (Dominion)	1.1	15.2	84.8	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	1.0	20.9	79.1	-
French - Private (French Network)	1.9	70.0	30.0	-
French - Private (Unaffiliated)	6.4	78.5	21.5	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	4.0	76.4	23.6	-
<u>PROGRAMME CLASS 14. MUSIC PROGRAMMES.</u>				
English - CBC (Trans-Canada)	42.4	-	20.8	<sup>79.2</sup> <del>100.0</del>
English - CBC (Dominion)	95.7	-	100.0	-
English - Private (Trans-Canada)	57.7	-	92.9	7.1
English - Private (Dominion)	67.5	1.1	96.6	2.3
English - Private (Unaffiliated)	67.5	1.2	98.8	-
English - CBC (Total)	53.0	-	49.4	50.6
English - Private (Total)	65.4	0.9	96.7	2.4
French - Private (French Network)	52.4	0.3	97.0	2.7
French - Private (Unaffiliated)	62.3	1.0	99.0	-
French - CBC (Total)	59.6	-	12.3	87.7
French - Private (Total)	57.1	0.7	98.0	1.3

\* Monday - Friday, 4:30 to 6:30 p.m.

Table Ch.-3-5. Children Hours\*, Sound Radio Programme Class Time as Percent of Total Programme Time and Percent by Origin Within Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Live	Material Recorded	Network
<u>PROGRAMME CLASS 14a. MUSIC - SERIOUS.</u>				
English - CBC (Trans-Canada)	21.5	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	1.3	-	-	100.0
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	17.2	-	-	100.0
English - Private (Total)	0.5	-	-	100.0
French - Private (French Network)	3.5	-	100.0	-
French - Private (Unaffiliated)	1.6	-	100.0	-
French - CBC (Total)	21.2	-	-	100.0
French - Private (Total)	2.6	-	100.0	-
<u>PROGRAMME CLASS 14b. MUSIC - LIGHT.</u>				
English - CBC (Trans-Canada)	2.1	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	6.6	-	52.2	47.8
English - Private (Dominion)	1.7	-	81.0	19.0
English - Private (Unaffiliated)	2.4	-	100.0	-
English - CBC (Total)	1.7	-	-	100.0
English - Private (Total)	3.0	-	72.8	27.2
French - Private (French Network)	5.9	-	100.0	-
French - Private (Unaffiliated)	2.5	-	100.0	-
French - CBC (Total)	1.7	-	100.0	-
French - Private (Total)	4.3	-	100.0	-
<u>PROGRAMME CLASS 14c. MUSIC - POPULAR AND DANCE.</u>				
English - CBC (Trans-Canada)	13.0	-	67.9	32.1
English - CBC (Dominion)	95.7	-	100.0	-
English - Private (Trans-Canada)	43.4	-	100.0	-
English - Private (Dominion)	50.2	0.9	99.1	-
English - Private (Unaffiliated)	49.4	-	100.0	-
English - CBC (Total)	29.5	-	88.7	11.3
English - Private (Total)	48.5	0.4	99.6	-
French - Private (French Network)	39.0	-	96.4	3.6
French - Private (Unaffiliated)	56.2	1.1	98.9	-
French - CBC (Total)	36.7	-	15.3	84.7
French - Private (Total)	47.1	0.6	97.8	1.6

\* Monday - Friday, 4:30 to 6:30 p.m.

Table Ch.-3-6. Children Hours\*, Sound Radio Programme Class Time as Percent of Total Programme Time and Percent by Origin Within Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local	Material	Network
		Live	Recorded	
<u>PROGRAMME CLASS 14d. MUSIC - FOLK, WESTERN, OLD, ETC.</u>				
English - CBC (Trans-Canada)	5.8	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	7.7	-	87.8	12.2
English - Private (Dominion)	14.2	1.8	98.2	-
English - Private (Unaffiliated)	15.7	5.2	94.8	-
English - CBC (Total)	4.6	-	-	100.0
English - Private (Total)	13.4	3.0	95.5	1.5
French - Private (French Network)	4.0	4.7	95.3	-
French - Private (Unaffiliated)	2.0	-	100.0	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	3.1	3.2	96.8	-
<u>PROGRAMME CLASS 14e. MUSIC - READINGS OF PROSE AND POETRY.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	0.1	-	100.0	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	#	-	100.0	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
# Less than .05 percent.				
<u>PROGRAMME CLASS 15. DRAMA PROGRAMMES.</u>				
English - CBC (Trans-Canada)	3.1	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	3.1	-	-	100.0
English - Private (Dominion)	2.7	-	70.6	29.4
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	2.5	-	-	100.0
English - Private (Total)	1.8	-	44.4	55.6
French - Private (French Network)	8.3	-	50.0	50.0
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	1.3	-	-	100.0
French - Private (Total)	4.4	-	50.0	50.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table Ch.-3-7. Children Hours\*, Sound Radio Programme Class Time as Percent of Total Programme Time and Percent by Origin Within Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 15a. DRAMA - SERIOUS.</u>				
English - CBC (Trans-Canada)	3.1	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	-	-	-	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	2.5	-	-	100.0
English - Private (Total)	-	-	-	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
<u>PROGRAMME CLASS 15b. DRAMA - DOMESTIC.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	3.1	-	-	100.0
English - Private (Dominion)	0.3	-	100.0	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.8	-	16.7	83.3
French - Private (French Network)	8.3	-	50.0	50.0
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	1.3	-	-	100.0
French - Private (Total)	4.4	-	50.0	50.0
<u>PROGRAMME CLASS 15c. DRAMA - COMEDY.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	0.8	-	-	100.0
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.3	-	-	100.0
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-

\* Monday - Friday, 4:30 to 6:30 p.m.



Table Ch.-3-8. Children Hours\*, Sound Radio Programme Class Time as Percent of Total Programme Time and Percent by Origin Within Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 15d. DRAMA - CRIME, WESTERN, ETC.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	1.3	-	100.0	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.5	-	100.0	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
<u>PROGRAMME CLASS 15e. DRAMA - ROMANTIC.</u>				
No programme time in Class 15e during Children Hours.				
<u>PROGRAMME CLASS 15f. DRAMA - MUSICAL COMEDY.</u>				
No programme time in Class 15f during Children Hours.				
<u>PROGRAMME CLASS 15g. DRAMA - OTHER.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	0.3	-	100.0	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.2	-	100.0	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
<u>PROGRAMME CLASS 16. VARIETY.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	-	-	-	-
English - Private (Unaffiliated)	1.9	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.7	-	100.0	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-

\* Monday - Friday, 4:30 to 6:30 p.m.

Table Ch.-3-9. Children Hours\*, Sound Radio Programme Class Time as Percent of Total Programme Time and Percent by Origin Within Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 17. PERSONALITIES.</u>				
English - CBC (Trans-Canada)	2.5	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	2.0	68.4	-	31.6
English - Private (Dominion)	-	-	-	-
English - Private (Unaffiliated)	0.4	20.7	79.3	-
English - CBC (Total)	2.0	-	-	100.0
English - Private (Total)	0.6	57.3	18.5	24.2
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	0.5	-	100.0	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.2	-	100.0	-
<u>PROGRAMME CLASS 18. QUIZ, GAMES AND CONTESTS.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.3	100.0	-	-
English - Private (Dominion)	0.1	-	100.0	-
English - Private (Unaffiliated)	0.3	100.0	-	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.2	83.3	16.7	-
French - Private (French Network)	1.2	69.2	30.8	-
French - Private (Unaffiliated)	2.6	-	100.0	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	1.9	23.6	76.4	-
<u>PROGRAMME CLASS 19. SPORTS PROGRAMMES.</u>				
English - CBC (Trans-Canada)	1.0	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	4.0	100.0	-	-
English - Private (Dominion)	4.3	73.0	27.0	-
English - Private (Unaffiliated)	4.3	99.1	0.9	-
English - CBC (Total)	0.8	-	-	100.0
English - Private (Total)	4.2	87.9	12.1	-
French - Private (French Network)	3.1	100.0	-	-
French - Private (Unaffiliated)	2.6	100.0	-	-
French - CBC (Total)	4.3	50.0	-	50.0
French - Private (Total)	2.9	100.0	-	-

\* Monday - Friday, 4:30 to 6:30 p.m.

Table Ch.-3-10. Children Hours\*, Sound Radio Programme Class Time as  
Percent of Total Programme Time and Percent by Origin Within Canada  
by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 19a. SPORTS NEWS AND INTERVIEWS.</u>				
English - CBC (Trans-Canada)	1.0	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	4.0	100.0	-	-
English - Private (Dominion)	4.3	73.0	27.0	-
English - Private (Unaffiliated)	4.3	99.1	0.9	-
English - CBC (Total)	0.8	-	-	100.0
English - Private (Total)	4.2	87.9	12.1	-
French - Private (French Network)	3.1	100.0	-	-
French - Private (Unaffiliated)	2.6	100.0	-	-
French - CBC (Total)	4.3	50.0	-	50.0
French - Private (Total)	2.9	100.0	-	-
<u>PROGRAMME CLASS 19b. SPORTS EVENTS.</u>				
No programme time in Class 19b during Children Hours.				
<u>PROGRAMME CLASS 20. CHILDREN'S PROGRAMMES.</u>				
English - CBC (Trans-Canada)	18.8	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	7.8	44.0	56.0	-
English - Private (Dominion)	6.4	44.6	85.4	-
English - Private (Unaffiliated)	8.1	2.3	97.7	-
English - CBC (Total)	15.0	-	-	100.0
English - Private (Total)	7.3	16.4	83.6	-
French - Private (French Network)	10.6	26.3	47.4	26.3
French - Private (Unaffiliated)	1.6	-	100.0	-
French - CBC (Total)	6.5	-	-	100.0
French - Private (Total)	6.3	23.3	53.5	23.2
<u>PROGRAMME CLASS 20a. CHILDREN'S YOUTH EDUCATIONAL PROGRAMMES.</u>				
English - CBC (Trans-Canada)	13.2	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.3	100.0	-	-
English - Private (Dominion)	-	-	-	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	10.5	-	-	100.0
English - Private (Total)	0.1	100.0	-	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-

\* Monday - Friday, 4:30 to 6:30 p.m.

Table Ch.-3-11. Children Hours\*, Sound Radio Programme Class Time as  
Percent of Total Programme Time and Percent by Origin Within Canada  
by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Live	Material Recorded	Network
<u>PROGRAMME CLASS 2Ob-f. CHILDREN'S - DRAMA.</u>				
English - CBC (Trans-Canada)	3.7	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	2.5	25.0	75.0	-
English - Private (Dominion)	2.7	11.8	88.2	-
English - Private (Unaffiliated)	0.8	23.1	76.9	-
English - CBC (Total)	3.0	-	-	100.0
English - Private (Total)	2.0	17.0	83.0	-
French - Private (French Network)	3.3	-	16.7	83.3
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	6.5	-	-	100.0
French - Private (Total)	1.8	-	16.7	83.3
<u>PROGRAMME CLASS 2Ob. CHILDREN'S DRAMA - CRIME, WESTERN, ETC.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	1.7	-	100.0	-
English - Private (Unaffiliated)	0.8	23.1	76.9	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	1.0	6.5	93.5	-
French - Private (French Network)	0.5	-	100.0	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.3	-	100.0	-
<u>PROGRAMME CLASS 2Oc. DRAMA - COMEDY.</u>				
No programme time in Class 2Oc during Children Hours.				
<u>PROGRAMME CLASS 2Od. DRAMA - FAIRY TALES.</u>				
English - CBC (Trans-Canada)	3.7	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	2.5	25.0	75.0	-
English - Private (Dominion)	1.0	33.3	66.7	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	3.0	-	-	100.0
English - Private (Total)	1.0	28.6	71.4	-
French - Private (French Network)	2.8	-	-	100.0
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	6.5	-	-	100.0
French - Private (Total)	1.5	-	-	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.



Table Ch.-3-12. Children Hours\*, Sound Radio Programme Class Time as Percent of Total Programme Time and Percent by Origin Within Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 20e. DRAMA - SERIOUS.</u>				
No programme time in Class 20e during Children Hours.				
<u>PROGRAMME CLASS 20f. DRAMA - OTHER.</u>				
No programme time in Class 20f during Children Hours.				
<u>PROGRAMME CLASS 20g. CHILDREN'S VARIETY.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	1.9	50.0	50.0	-
English - Private (Dominion)	1.9	33.3	66.7	-
English - Private (Unaffiliated)	3.4	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	2.4	19.3	80.7	-
French - Private (French Network)	7.0	40.0	60.0	-
French - Private (Unaffiliated)	1.6	-	100.0	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	4.4	33.3	66.7	-
<u>PROGRAMME CLASS 20h. CHILDREN'S QUIZ, GAMES AND CONTESTS.</u>				
No programme time in Class 20h during Children Hours.				
<u>PROGRAMME CLASS 20i. CHILDREN'S - OTHER.</u>				
English - CBC (Trans-Canada)	1.9	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	3.1	50.0	50.0	-
English - Private (Dominion)	1.8	-	100.0	-
English - Private (Unaffiliated)	3.9	-	100.0	-
English - CBC (Total)	1.5	-	-	100.0
English - Private (Total)	2.8	11.7	88.3	-
French - Private (French Network)	0.3	-	100.0	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.1	-	100.0	-
<u>PROGRAMME CLASS 21. PROGRAMME PROMOTION.</u>				
English - CBC (Trans-Canada)	1.0	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	0.5	-	100.0	-
English - Private (Unaffiliated)	0.5	100.0	-	-
English - CBC (Total)	0.9	-	-	100.0
English - Private (Total)	0.4	59.6	40.4	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	0.4	100.0	-	-
French - CBC (Total)	6.5	-	-	100.0
French - Private (Total)	0.2	100.0	-	-

\* Monday - Friday, 4:30 to 6:30 p.m.

Table Da-1  
 Sound Radio Programme Time: Proportions in Entertainment-Type  
 and Information-Oriented-Type Programmes. Daytime Hours\*  
 by Class of Station, January 15-21, 1956

Class of Station	Percent of Programme Time Which Was		
	Informational and Orientational	Entertainment	Total
English Stations - CBC	36.5	63.5	100.0
Trans-Canada Network	43.5	56.5	100.0
Dominion Network	10.9	89.1	100.0
English Stations - Private	26.4	73.6	100.0
Trans-Canada Network	28.0	72.0	100.0
Dominion Network	26.5	73.5	100.0
Unaffiliated	25.3	74.7	100.0
French Stations - CBC	26.4	73.6	100.0
French Stations - Private	27.5	72.5	100.0
French Network	30.6	69.4	100.0
Unaffiliated	24.0	76.0	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

Table Da-2  
 Sound Radio Programme Time: Proportions of Daytime Hours\*  
 Entertainment-Type and Information-Oriented-Type Programmes,  
 Respectively, by Origin Within Canada and Class of Station,  
 January 15-21, 1956

Originated as:	Percent of Time in		
	Information- Orientation- Type Programmes	Entertainment Type Programmes	All Programmes
<u>Local Material Live</u>			
CBC - English (Trans-Canada)	3.9**	0.3	1.9
CBC - English (Dominion)	92.4	2.1	11.9
Private - English (Trans-Canada)	55.3	3.7	18.1
Private - English (Dominion)	71.0	6.3	23.4
Private - English (Unaffiliated)	79.0	7.1	25.3
All English - CBC	9.5	0.8	4.0
All English - Private	70.2	6.0	23.0
Private - French (French Network)	33.7	1.5	11.3
Private - French (Unaffiliated)	67.2	3.5	18.8
All French - CBC	11.1	-	3.0
All French - Private	47.7	2.6	14.9
<u>Local Material Recorded</u>			
CBC - English (Trans-Canada)	1.0	13.3	7.9
CBC - English (Dominion)	7.6	92.6	83.3
Private - English (Trans-Canada)	10.8	68.4	52.2
Private - English (Dominion)	17.7	90.9	71.5
Private - English (Unaffiliated)	20.6	90.8	73.1
All English - CBC	1.4	37.1	24.1
All English - Private	17.1	86.2	67.9
Private - French (French Network)	22.6	73.1	57.7
Private - French (Unaffiliated)	32.8	96.5	81.2
All French - CBC	3.1	15.2	12.0
All French - Private	26.8	84.7	68.9
<u>Network Material</u>			
CBC - English (Trans-Canada)	95.1	86.4	90.2
CBC - English (Dominion)	-	5.3	4.8
Private - English (Trans-Canada)	33.9	27.9	29.7
Private - English (Dominion)	11.3	2.8	5.1
Private - English (Unaffiliated)	0.4	2.1	1.6
All English - CBC	89.1	62.1	71.9
All English - Private	12.7	7.8	9.1
Private - French (French Network)	43.7	25.4	31.0
Private - French (Unaffiliated)	-	-	-
All French - CBC	85.8	84.8	85.0
All French - Private	25.5	12.7	16.2

\*\* This table may be read as follows: "Of all Information-Oriented-type programmes broadcast by English - CBC - Trans-Canada stations, 3.9 percent were broadcast as Local Live, while for English - CBC - Dominion stations, 92.4 percent were broadcast as Local Live."

\* Monday - Friday, sign-on to 4:30 p.m.

Table Da-3-1. Daytime Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 1. NEWS AND WEATHER.</u>				
English - CBC (Trans-Canada)	10.8	6.0	1.0	93.0
English - CBC (Dominion)	6.2	100.0	-	-
English - Private (Trans-Canada)	11.5	80.7	1.9	17.4
English - Private (Dominion)	14.3	95.3	0.9	3.8
English - Private (Unaffiliated)	14.1	99.3	0.7	-
English - CBC (Total)	9.8	19.2	0.5	80.3
English - Private (Total)	13.6	94.1	1.0	4.9
French - Private (French Network)	9.6	68.5	1.0	30.5
French - Private (Unaffiliated)	10.3	96.7	3.3	-
French - CBC (Total)	6.3	20.5	-	79.5
French - Private (Total)	9.9	82.4	2.1	15.5
<u>PROGRAMME CLASS 2. NATURE AND SCIENCE.</u>				
English - CBC (Trans-Canada)	0.1	100.0	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	#	-	100.0	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	0.1	100.0	-	-
English - Private (Total)	#	-	100.0	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
# Less than .05 percent				
<u>PROGRAMME CLASS 3. FOREIGN LANDS AND PEOPLES.</u>				
English - CBC (Trans-Canada)	0.7	11.8	-	88.2
English - CBC (Dominion)	0.5	100.0	-	-
English - Private (Trans-Canada)	0.1	100.0	-	-
English - Private (Dominion)	0.1	-	-	100.0
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	0.7	25.0	-	75.0
English - Private (Total)	#	44.4	-	55.6
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
# Less than .05 percent				

\* Monday - Friday, sign-on to 4:30 p.m.



Table Da-3-2. Daytime Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 4. POLITICAL AND PUBLIC AFFAIRS.</u>				
English - CBC (Trans-Canada)	2.7	-	-	100.0
English - CBC (Dominion)	1.0	100.0	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	0.3	25.5	-	74.5
English - Private (Unaffiliated)	0.1	100.0	-	-
English - CBC (Total)	2.3	8.8	-	91.2
English - Private (Total)	0.2	40.9	-	59.1
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	0.3	100.0	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.1	100.0	-	-
<u>PROGRAMME CLASS 5. SOCIAL AND HUMAN RELATIONS.</u>				
English - CBC (Trans-Canada)	2.5	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	1.0	-	-	100.0
English - Private (Dominion)	0.2	-	-	100.0
English - Private (Unaffiliated)	0.2	-	66.7	33.3
English - CBC (Total)	2.0	-	-	100.0
English - Private (Total)	0.4	-	14.3	85.7
French - Private (French Network)	1.0	-	63.0	37.0
French - Private (Unaffiliated)	0.4	88.4	11.6	-
French - CBC (Total)	1.5	-	31.3	68.7
French - Private (Total)	0.7	21.3	50.6	28.1
<u>PROGRAMME CLASS 6. MISCELLANEOUS INFORMATION.</u>				
English - CBC (Trans-Canada)	0.3	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.3	-	100.0	-
English - Private (Dominion)	0.2	15.5	84.5	-
English - Private (Unaffiliated)	0.1	60.0	40.0	-
English - CBC (Total)	0.3	-	-	100.0
English - Private (Total)	0.2	20.5	79.5	-
French - Private (French Network)	1.5	-	44.9	55.1
French - Private (Unaffiliated)	0.7	13.9	86.1	-
French - CBC (Total)	3.1	-	11.8	88.2
French - Private (Total)	1.2	4.2	57.5	38.3

\* Monday - Friday, sign-on to 4:30 p.m.

Table Da-3-3. Daytime Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Live	Material Recorded	Network
<u>PROGRAMME CLASS 7. CANADIAN ACTIVITIES AND HERITAGE.</u>				
English - CBC (Trans-Canada)	3.9	14.3	-	85.7
English - CBC (Dominion)	0.9	100.0	-	-
English - Private (Trans-Canada)	0.1	70.0	30.0	-
English - Private (Dominion)	0.5	18.5	63.8	17.7
English - Private (Unaffiliated)	0.7	36.5	63.5	-
English - CBC (Total)	3.3	19.5	-	80.5
English - Private (Total)	0.5	30.0	62.5	7.5
French - Private (French Network)	0.8	-	34.1	65.9
French - Private (Unaffiliated)	0.5	-	100.0	-
French - CBC (Total)	1.1	-	-	100.0
French - Private (Total)	0.6	-	57.1	42.9
<u>PROGRAMME CLASS 8. "FEEDBACK" PROGRAMMES.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	-	-	-	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	-	-	-	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	0.2	100.0	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.1	100.0	-	-
<u>PROGRAMME CLASS 9. RELIGION.</u>				
English - CBC (Trans-Canada)	3.1	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	2.9	58.7	25.0	16.3
English - Private (Dominion)	2.3	44.1	55.9	-
English - Private (Unaffiliated)	2.2	31.6	66.7	1.7
English - CBC (Total)	2.4	-	-	100.0
English - Private (Total)	2.4	43.8	51.4	4.8
French - Private (French Network)	4.9	30.9	46.3	22.8
French - Private (Unaffiliated)	5.4	42.9	57.1	-
French - CBC (Total)	2.7	-	-	100.0
French - Private (Total)	5.1	36.9	51.7	11.4

\* Monday - Friday, sign-on to 4:30 p.m.

Table Da-3-4. Daytime Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 10. FINE ARTS, LITERATURE, ETC.</u>				
English - CBC (Trans-Canada)	4.1	2.1	-	97.9
English - CBC (Dominion)	0.5	100.0	-	-
English - Private (Trans-Canada)	1.0	-	-	100.0
English - Private (Dominion)	0.2	-	-	100.0
English - Private (Unaffiliated)	0.5	-	85.2	14.8
English - CBC (Total)	3.3	5.1	-	94.9
English - Private (Total)	0.5	-	31.1	68.9
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	1.1	-	-	100.0
French - Private (Total)	-	-	-	-
<u>PROGRAMME CLASS 11. DANCE.</u>				
No programme time in Class 11 during Daytime Hours.				
<u>PROGRAMME CLASS 12. AGRICULTURE, FISHERIES, ETC.</u>				
English - CBC (Trans-Canada)	6.3	3.4	2.1	94.5
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	1.5	54.6	11.5	33.9
English - Private (Dominion)	2.1	73.9	26.1	-
English - Private (Unaffiliated)	1.4	88.2	11.8	-
English - CBC (Total)	5.0	3.4	2.1	94.5
English - Private (Total)	1.7	74.4	19.2	6.4
French - Private (French Network)	5.6	6.6	9.5	83.9
French - Private (Unaffiliated)	1.3	30.8	69.2	-
French - CBC (Total)	3.9	1.9	-	98.1
French - Private (Total)	3.6	11.0	20.2	68.8
<u>PROGRAMME CLASS 13. FAMILY LIVING AND SHOPPING.</u>				
English - CBC (Trans-Canada)	4.6	-	-	100.0
English - CBC (Dominion)	2.3	63.4	36.6	-
English - Private (Trans-Canada)	6.4	53.0	24.6	22.4
English - Private (Dominion)	4.6	52.9	42.5	4.6
English - Private (Unaffiliated)	6.4	56.2	43.8	-
English - CBC (Total)	4.1	7.5	4.3	88.2
English - Private (Total)	5.6	54.3	38.7	7.0
French - Private (French Network)	6.5	26.7	37.3	36.0
French - Private (Unaffiliated)	4.9	51.2	48.8	-
French - CBC (Total)	6.5	4.2	-	95.8
French - Private (Total)	5.8	36.6	42.0	21.4

\* Monday - Friday, sign-on to 4:30 p.m.

Table Da-3-5. Daytime Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 13a. FAMILY LIVING.</u>				
English - CBC (Trans-Canada)	4.6	-	-	100.0
English - CBC (Dominion)	2.3	63.4	36.6	-
English - Private (Trans-Canada)	6.1	50.7	25.8	23.5
English - Private (Dominion)	3.8	52.8	41.5	5.7
English - Private (Unaffiliated)	5.4	60.8	39.2	-
English - CBC (Total)	4.1	7.5	4.3	88.2
English - Private (Total)	4.9	55.5	36.4	8.1
French - Private (French Network)	6.4	26.2	37.0	36.8
French - Private (Unaffiliated)	4.3	57.3	42.7	-
French - CBC (Total)	6.5	4.2	-	95.8
French - Private (Total)	5.4	38.1	39.1	22.8
<u>PROGRAMME CLASS 13b. MERCHANDISING.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.3	100.0	-	-
English - Private (Dominion)	0.8	53.3	46.7	-
English - Private (Unaffiliated)	1.0	29.7	70.3	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.7	46.6	53.4	-
French - Private (French Network)	0.1	47.6	52.4	-
French - Private (Unaffiliated)	0.6	3.7	96.3	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.4	14.0	86.0	-
<u>PROGRAMME CLASS 14. MUSIC PROGRAMMES.</u>				
English - CBC (Trans-Canada)	31.8	-	23.7	76.3
English - CBC (Dominion)	79.3	-	100.0	-
English - Private (Trans-Canada)	44.6	0.1	97.2	2.7
English - Private (Dominion)	60.4	0.7	98.7	0.6
English - Private (Unaffiliated)	60.2	1.0	99.0	-
English - CBC (Total)	41.9	-	54.6	45.4
English - Private (Total)	56.9	0.7	98.6	0.7
French - Private (French Network)	48.3	0.4	96.4	3.2
French - Private (Unaffiliated)	64.4	1.3	98.7	-
French - CBC (Total)	36.1	-	31.0	69.0
French - Private (Total)	56.0	0.8	97.7	1.5

\* Monday - Friday, sign-on to 4:30 p.m.



Table Da-3-6. Daytime Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 14a. SERIOUS - MUSIC.</u>				
English - CBC (Trans-Canada)	4.9	-	-	100.0
English - CBC (Dominion)	10.5	-	100.0	-
English - Private (Trans-Canada)	0.1	70.6	29.4	-
English - Private (Dominion)	0.6	-	95.2	4.8
English - Private (Unaffiliated)	0.2	-	100.0	-
English - CBC (Total)	6.1	-	36.7	63.3
English - Private (Total)	0.3	3.0	93.5	3.5
French - Private (French Network)	2.3	-	100.0	-
French - Private (Unaffiliated)	1.2	-	100.0	-
French - CBC (Total)	5.2	-	-	100.0
French - Private (Total)	1.8	-	100.0	-
<u>PROGRAMME CLASS 14b. LIGHT - MUSIC.</u>				
English - CBC (Trans-Canada)	13.8	-	23.0	77.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	3.6	-	78.5	21.5
English - Private (Dominion)	3.8	-	95.1	4.9
English - Private (Unaffiliated)	1.6	-	100.0	-
English - CBC (Total)	10.9	-	23.0	77.0
English - Private (Total)	3.0	-	91.8	8.2
French - Private (French Network)	4.2	-	77.8	22.2
French - Private (Unaffiliated)	4.9	-	100.0	-
French - CBC (Total)	6.6	-	8.3	91.7
French - Private (Total)	4.6	-	89.2	10.8
<u>PROGRAMME CLASS 14c. POPULAR AND DANCE - MUSIC.</u>				
English - CBC (Trans-Canada)	10.2	-	42.5	57.5
English - CBC (Dominion)	68.8	-	100.0	-
English - Private (Trans-Canada)	35.0	-	98.8	1.2
English - Private (Dominion)	48.0	0.6	99.1	0.3
English - Private (Unaffiliated)	50.3	0.3	99.7	-
English - CBC (Total)	22.7	-	79.8	20.2
English - Private (Total)	46.0	0.4	99.3	0.3
French - Private (French Network)	37.2	0.2	99.8	-
French - Private (Unaffiliated)	54.4	1.5	98.5	-
French - CBC (Total)	22.6	-	44.4	55.6
French - Private (Total)	45.3	0.9	99.1	-

\* Monday - Friday, sign-on to 4:30 p.m.

Table Da-3-7. Daytime Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 14d. FOLK, WESTERN, OLD, ETC.- MUSIC.</u>				
English - CBC (Trans-Canada)	2.9	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	5.8	-	100.0	-
English - Private (Dominion)	7.8	1.3	98.7	-
English - Private (Unaffiliated)	7.9	5.7	94.3	-
English - CBC (Total)	2.2	-	-	100.0
English - Private (Total)	7.4	2.8	97.2	-
French - Private (French Network)	4.6	2.0	84.6	13.4
French - Private (Unaffiliated)	3.9	-	100.0	-
French - CBC (Total)	1.7	-	36.2	63.8
French - Private (Total)	4.3	1.1	91.2	7.7
<u>PROGRAMME CLASS 14e. READINGS OF PROSE AND POETRY - MUSIC.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.1	-	100.0	-
English - Private (Dominion)	0.2	25.0	75.0	-
English - Private (Unaffiliated)	0.2	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.2	10.5	89.5	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
<u>PROGRAMME CLASS 15. DRAMA PROGRAMMES.</u>				
English - CBC (Trans-Canada)	14.2	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	14.4	-	8.2	91.8
English - Private (Dominion)	2.0	-	91.6	8.4
English - Private (Unaffiliated)	4.2	-	67.3	32.7
English - CBC (Total)	11.1	-	-	100.0
English - Private (Total)	5.5	-	37.7	62.3
French - Private (French Network)	13.4	-	11.5	88.5
French - Private (Unaffiliated)	5.9	-	100.0	-
French - CBC (Total)	25.0	-	-	100.0
French - Private (Total)	9.8	-	36.9	63.1

\* Monday - Friday, sign-on to 4:30 p.m.

Table Da-3-8. Daytime Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Live	Material Recorded	Network
<u>PROGRAMME CLASS 15a. SERIOUS.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	#	-	100.0	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	#	-	100.0	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
# Less than .05 percent				
<u>PROGRAMME CLASS 15b. DOMESTIC.</u>				
English - CBC (Trans-Canada)	13.6	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	14.4	-	8.2	91.8
English - Private (Dominion)	1.1	-	88.5	11.5
English - Private (Unaffiliated)	3.7	-	62.7	37.3
English - CBC (Total)	10.7	-	-	100.0
English - Private (Total)	4.9	-	30.5	69.5
French - Private (French Network)	13.4	-	11.5	88.5
French - Private (Unaffiliated)	5.9	-	100.0	-
French - CBC (Total)	22.8	-	-	100.0
French - Private (Total)	9.8	-	36.9	63.1
<u>PROGRAMME CLASS 15c. COMEDY.</u>				
English - CBC (Trans-Canada)	0.6	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	0.1	-	-	100.0
English - Private (Unaffiliated)	0.3	-	100.0	-
English - CBC (Total)	0.4	-	-	100.0
English - Private (Total)	0.2	-	87.0	13.0
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	1.1	-	-	100.0
French - Private (Total)	-	-	-	-

\* Monday - Friday, sign-on to 4:30 p.m.

Table Da-3-9. Daytime Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Live	Material Recorded	Network
<u>PROGRAMME CLASS 15d. CRIME, WESTERN, ETC.- DRAMA.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	0.8	-	100.0	-
English - Private (Unaffiliated)	0.1	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.4	-	100.0	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
<u>PROGRAMME CLASS 15e. ROMANTIC - DRAMA.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	#	-	100.0	-
English - Private (Unaffiliated)	0.1	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	#	-	100.0	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	1.1	-	-	100.0
French - Private (Total)	-	-	-	-
# Less than .05 percent				
<u>PROGRAMME CLASS 15f. MUSICAL COMEDY - DRAMA.</u>				
No programme time in Class 15f. during Daytime Hours.				
<u>PROGRAMME CLASS 15g. OTHER - DRAMA.</u>				
No programme time in Class 15g. during Daytime Hours.				
<u>PROGRAMME CLASS 16. VARIETY.</u>				
English - CBC (Trans-Canada)	5.5	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	6.4	0.9	24.8	74.3
English - Private (Dominion)	1.0	13.1	52.4	34.5
English - Private (Unaffiliated)	1.3	-	100.0	-
English - CBC (Total)	4.3	-	-	100.0
English - Private (Total)	2.3	3.0	45.6	51.4
French - Private (French Network)	2.6	-	8.7	91.3
French - Private (Unaffiliated)	0.2	-	100.0	-
French - CBC (Total)	5.5	-	-	100.0
French - Private (Total)	1.4	-	14.3	85.7

\* Monday - Friday, sign-on to 4:30 p.m.



Table Da-3-10. Daytime Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local	Material	Network
		Live	Recorded	
<u>PROGRAMME CLASS 17. PERSONALITIES.</u>				
English - CBC (Trans-Canada)	0.3	25.0	-	75.0
English - CBC (Dominion)	4.8	-	-	100.0
English - Private (Trans-Canada)	1.4	78.7	21.3	-
English - Private (Dominion)	2.9	48.5	20.6	30.9
English - Private (Unaffiliated)	2.3	86.6	9.8	3.6
English - CBC (Total)	1.3	5.3	-	94.7
English - Private (Total)	2.4	65.7	16.9	17.4
French - Private (French Network)	1.9	4.0	5.9	90.1
French - Private (Unaffiliated)	0.9	12.8	87.2	-
French - CBC (Total)	4.1	-	-	100.0
French - Private (Total)	1.4	6.6	29.8	63.6
<u>PROGRAMME CLASS 18. QUIZ, GAMES, CONTESTS, ETC.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	2.6	18.5	81.5	-
English - Private (Dominion)	3.4	16.3	83.7	-
English - Private (Unaffiliated)	3.1	20.3	79.7	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	3.1	18.2	81.8	-
French - Private (French Network)	2.5	4.4	88.9	6.7
French - Private (Unaffiliated)	2.2	5.7	94.3	-
French - CBC (Total)	1.4	-	-	100.0
French - Private (Total)	2.4	5.0	91.3	3.7
<u>PROGRAMME CLASS 19. SPORTS PROGRAMMES.</u>				
English - CBC (Trans-Canada)	0.8	-	-	100.0
English - CBC (Dominion)	1.4	100.0	-	-
English - Private (Trans-Canada)	1.0	100.0	-	-
English - Private (Dominion)	3.0	69.5	27.4	3.1
English - Private (Unaffiliated)	2.3	89.4	10.6	-
English - CBC (Total)	0.9	32.8	-	67.2
English - Private (Total)	2.2	79.3	19.0	1.7
French - Private (French Network)	0.7	100.0	-	-
French - Private (Unaffiliated)	1.7	83.6	16.4	-
French - CBC (Total)	0.5	-	-	100.0
French - Private (Total)	1.2	88.5	11.5	-

\* Monday - Friday, sign-on to 4:30 p.m.

Table Da-3-11. Daytime Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 19a. SPORTS NEWS AND INTERVIEWS.</u>				
English - CBC (Trans-Canada)	0.8	-	-	100.0
English - CBC (Dominion)	1.4	100.0	-	-
English - Private (Trans-Canada)	1.0	100.0	-	-
English - Private (Dominion)	3.0	69.5	27.4	3.1
English - Private (Unaffiliated)	2.3	89.4	10.6	-
English - CBC (Total)	0.9	32.8	-	67.2
English - Private (Total)	2.2	79.3	19.0	1.7
French - Private (French Network)	0.7	100.0	-	-
French - Private (Unaffiliated)	1.7	83.6	16.4	-
French - CBC (Total)	0.5	-	-	100.0
French - Private (Total)	1.2	88.5	11.5	-
<u>PROGRAMME CLASS 19b. SPORTS EVENTS.</u>				
No programme time in Class 19b. during Daytime Hours.				
<u>PROGRAMME CLASS 20. CHILDREN'S PROGRAMMES.</u>				
English - CBC (Trans-Canada)	8.1	-	3.2	96.8
English - CBC (Dominion)	3.1	-	100.0	-
English - Private (Trans-Canada)	4.7	-	12.6	87.4
English - Private (Dominion)	2.3	-	26.5	73.5
English - Private (Unaffiliated)	0.9	17.6	82.4	-
English - CBC (Total)	7.0	-	12.6	87.4
English - Private (Total)	2.3	2.4	28.2	69.4
French - Private (French Network)	0.6	-	-	100.0
French - Private (Unaffiliated)	0.7	28.6	71.4	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.6	15.4	38.5	46.1
<u>PROGRAMME CLASS 20a. YOUTH EDUCATIONAL PROGRAMMES.</u>				
English - CBC (Trans-Canada)	8.1	-	3.2	96.8
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	4.1	-	-	100.0
English - Private (Dominion)	1.7	-	-	100.0
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	6.3	-	3.2	96.8
English - Private (Total)	1.6	-	-	100.0
French - Private (French Network)	0.6	-	-	100.0
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.3	-	-	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

Table Da-3-12. Daytime Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 20b-f. CHILDREN'S DRAMA.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	-	-	-	-
English - Private (Unaffiliated)	0.3	24.6	75.4	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.1	24.6	75.4	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
<u>PROGRAMME CLASS 20b. CRIME, WESTERN, ETC. - CHILDREN'S DRAMA.</u>				
No programme time in Class 20b. during Daytime Hours.				
<u>PROGRAMME CLASS 20c. COMEDY - CHILDREN'S DRAMA.</u>				
No programme time in Class 20c. during Daytime Hours.				
<u>PROGRAMME CLASS 20d. FAIRY TALES - CHILDREN'S DRAMA.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	-	-	-	-
English - Private (Unaffiliated)	0.3	24.6	75.4	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.1	24.6	75.4	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
<u>PROGRAMME CLASS 20e. SERIOUS - CHILDREN'S DRAMA.</u>				
No programme time in Class 20e. during Daytime Hours.				
<u>PROGRAMME CLASS 20f. OTHER - CHILDREN'S DRAMA.</u>				
No programme time in Class 20f. during Daytime Hours.				
* Monday - Friday, sign-on to 4:30 p.m.				

Table Da-3-13. Daytime Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 20g. VARIETY - CHILDREN'S PROGRAMMES.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	0.3	-	100.0	-
English - Private (Unaffiliated)	0.6	14.1	85.9	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.4	8.2	91.8	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
<u>PROGRAMME CLASS 20h. QUIZ, GAMES, AND CONTESTS - CHILDREN'S PROGRAMMES.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	-	-	-	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	-	-	-	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	0.2	100.0	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.1	100.0	-	-
<u>PROGRAMME CLASS 20i. OTHER - CHILDREN'S PROGRAMMES.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	3.1	-	100.0	-
English - Private (Trans-Canada)	0.6	-	100.0	-
English - Private (Dominion)	0.3	-	100.0	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	0.7	-	100.0	-
English - Private (Total)	0.2	-	100.0	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	0.5	-	100.0	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.2	-	100.0	-

\* Monday - Friday, sign-on to 4:30 p.m.



Table Da-3-14. Daytime Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 21. PROGRAMME PROMOTION.</u>				
English - CBC (Trans-Canada)	0.2	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.1	100.0	-	-
English - Private (Dominion)	0.3	9.1	90.9	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	0.2	-	-	100.0
English - Private (Total)	0.2	21.2	78.8	-
French - Private (French Network)	0.1	100.0	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	1.2	100.0	-	-
French - Private (Total)	0.1	100.0	-	-

\* Monday - Friday, sign-on to 4:30 p.m.

Table Ad-1  
 Sound Radio Programme Time: Proportions in Entertainment-Type  
 and Information-Oriented-Type Programmes. Adult Hours\*  
 by Class of Station, January 15-21, 1956

Class of Station	Percent of Programme Time Which Was		
	Informational and Orientational	Entertainment	Total
English Stations - CBC	24.6	75.4	100.0
Trans-Canada Network	25.7	74.3	100.0
Dominion Network	19.8	80.2	100.0
English Stations - Private	19.7	80.3	100.0
Trans-Canada Network	26.6	73.4	100.0
Dominion Network	20.9	79.1	100.0
Unaffiliated	15.4	84.6	100.0
French Stations - CBC	29.6	70.4	100.0
French Stations - Private	20.4	79.6	100.0
French Network	28.5	71.5	100.0
Unaffiliated	13.4	86.6	100.0

\* Monday - Sunday , 9:00 p.m. to sign-off.

Table Ad-2  
 Sound Radio Programme Time: Proportions of Adult Hours\*  
 Entertainment-Type and Information-Orientation-Type Programmes,  
 Respectively, by Origin Within Canada and Class of Station,  
 January 15-21, 1956

Originated as:	Percent of Time in		
	Information- Orientation- Type Programmes	Entertainment- Type Programmes	All Programmes
<u>Local Material Live</u>			
CBC - English (Trans-Canada)	4.4**	-	1.1
CBC - English (Dominion)	25.8	-	5.1
Private - English (Trans-Canada)	36.0	10.8	17.6
Private - English (Dominion)	57.1	9.7	20.0
Private - English (Unaffiliated)	79.9	11.0	21.6
All English - CBC	7.7	-	1.9
All English - Private	59.1	10.4	20.0
Private - French (French Network)	10.5	3.7	5.7
Private - French (Unaffiliated)	82.3	8.5	18.4
All French - CBC	2.8	-	0.8
All French - Private	35.9	6.5	12.5
<u>Local Material Recorded</u>			
CBC - English (Trans-Canada)	-	9.0	6.7
CBC - English (Dominion)	11.7	26.1	23.2
Private - English (Trans-Canada)	16.2	53.1	43.2
Private - English (Dominion)	17.0	72.0	76.5
Private - English (Unaffiliated)	19.0	88.6	77.8
All English - CBC	1.9	12.5	9.9
All English - Private	17.4	75.8	64.3
Private - French (French Network)	5.3	36.5	27.6
Private - French (Unaffiliated)	17.7	91.5	81.6
All French - CBC	-	0.8	0.6
All French - Private	9.7	68.7	56.7
<u>Network Material</u>			
CBC - English (Trans-Canada)	95.6	91.0	92.9
CBC - English (Dominion)	62.5	73.9	71.7
Private - English (Trans-Canada)	47.8	36.1	39.2
Private - English (Dominion)	25.9	18.3	3.5
Private - English (Unaffiliated)	1.1	0.4	0.6
All English - CBC	90.4	87.5	88.2
All English - Private	23.5	13.8	15.7
Private - French (French Network)	84.2	59.8	66.7
Private - French (Unaffiliated)	-	-	-
All French - CBC	97.2	99.2	98.6
All French - Private	54.4	24.8	30.8

\*\* This table may be read as follows: "Of all Information-Orientation-type programmes broadcast by English - CBC - Trans-Canada stations, 4.4 percent were broadcast as Local Live, while for English - CBC - Dominion stations, 25.8 percent were broadcast as Local Live."

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table Ad-3-1. Adult Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 1. NEWS AND WEATHER.</u>				
English - CBC (Trans-Canada)	12.2	6.3	-	93.7
English - CBC (Dominion)	10.1	46.6	-	53.4
English - Private (Trans-Canada)	14.3	67.1	-	32.9
English - Private (Dominion)	11.6	88.2	1.8	10.0
English - Private (Unaffiliated)	11.9	99.8	0.2	-
English - CBC (Total)	11.8	13.0	-	87.0
English - Private (Total)	11.9	88.1	0.9	11.0
French - Private (French Network)	10.4	28.8	6.9	64.3
French - Private (Unaffiliated)	9.5	100.0	-	-
French - CBC (Total)	6.3	13.0	-	87.0
French - Private (Total)	9.9	65.6	3.3	31.1
<u>PROGRAMME CLASS 2. NATURE AND SCIENCE.</u>				
No programme time in Class 2 during Adult Hours.				
<u>PROGRAMME CLASS 3. FOREIGN LANDS.</u>				
English - CBC (Trans-Canada)	0.3	-	-	100.0
English - CBC (Dominion)	1.2	-	-	100.0
English - Private (Trans-Canada)	0.2	-	-	100.0
English - Private (Dominion)	0.6	-	-	100.0
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	0.4	-	-	100.0
English - Private (Total)	0.3	-	-	100.0
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
<u>PROGRAMME CLASS 4. POLITICAL AND PUBLIC AFFAIRS.</u>				
English - CBC (Trans-Canada)	1.7	-	-	100.0
English - CBC (Dominion)	2.7	14.3	-	85.7
English - Private (Trans-Canada)	2.2	-	18.9	81.1
English - Private (Dominion)	3.2	33.7	18.3	48.0
English - Private (Unaffiliated)	0.7	2.7	73.0	24.3
English - CBC (Total)	2.0	4.0	-	96.0
English - Private (Total)	2.1	23.5	25.7	50.8
French - Private (French Network)	7.3	-	-	100.0
French - Private (Unaffiliated)	0.5	-	100.0	-
French - CBC (Total)	7.9	-	-	100.0
French - Private (Total)	3.6	-	6.9	93.1

\* Monday - Sunday, 9:00 p.m. to sign-off.



Table Ad-3-2. Adult Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 5. SOCIAL AND HUMAN RELATIONS.</u>				
English - CBC (Trans-Canada)	4.2	-	-	100.0
English - CBC (Dominion)	3.5	-	-	100.0
English - Private (Trans-Canada)	3.4	-	15.8	84.2
English - Private (Dominion)	2.6	1.9	17.2	80.9
English - Private (Unaffiliated)	0.3	-	100.0	-
English - CBC (Total)	4.0	-	-	100.0
English - Private (Total)	1.8	1.2	21.8	77.0
French - Private (French Network)	6.0	-	6.7	93.3
French - Private (Unaffiliated)	0.6	-	100.0	-
French - CBC (Total)	10.6	-	-	100.0
French - Private (Total)	3.1	-	14.9	85.1
<u>PROGRAMME CLASS 6. MISCELLANEOUS INFORMATION.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.1	-	100.0	-
English - Private (Dominion)	0.1	-	100.0	-
English - Private (Unaffiliated)	0.3	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.2	-	100.0	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	0.1	-	100.0	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.1	-	100.0	-
<u>PROGRAMME CLASS 7. CANADIAN ACTIVITIES AND HERITAGE.</u>				
English - CBC (Trans-Canada)	2.3	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	1.3	-	44.4	55.6
English - Private (Dominion)	0.7	29.7	70.3	-
English - Private (Unaffiliated)	0.4	52.6	47.4	-
English - CBC (Total)	2.0	-	-	100.0
English - Private (Total)	0.6	25.5	57.4	17.1
French - Private (French Network)	2.4	-	-	100.0
French - Private (Unaffiliated)	0.8	13.6	86.4	-
French - CBC (Total)	2.4	-	-	100.0
French - Private (Total)	1.6	3.9	25.0	71.1
<u>PROGRAMME CLASS 8. "FEEDBACK" PROGRAMMES.</u>				

No programme time in Class 8 during Adult Hours.

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table Ad-3-3. Adult Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Live	Material Recorded	Network
<u>PROGRAMME CLASS 9. RELIGION.</u>				
English - CBC (Trans-Canada)	4.5	-	-	100.0
English - CBC (Dominion)	2.3	-	100.0	-
English - Private (Trans-Canada)	3.8	-	42.8	57.2
English - Private (Dominion)	1.7	17.4	82.6	-
English - Private (Unaffiliated)	2.1	30.0	70.0	-
English - CBC (Total)	4.0	-	11.1	88.9
English - Private (Total)	2.2	17.0	66.6	16.4
French - Private (French Network)	1.1	-	12.5	87.5
French - Private (Unaffiliated)	0.6	80.0	20.0	-
French - CBC (Total)	1.2	-	-	100.0
French - Private (Total)	0.8	30.8	15.4	53.8
<u>PROGRAMME CLASS 10. FINE ARTS, LITERATURE, ETC.</u>				
English - CBC (Trans-Canada)	6.4	-	-	100.0
English - CBC (Dominion)	4.6	-	-	100.0
English - Private (Trans-Canada)	0.5	-	-	100.0
English - Private (Dominion)	0.5	-	-	100.0
English - Private (Unaffiliated)	0.1	-	100.0	-
English - CBC (Total)	6.1	-	-	100.0
English - Private (Total)	0.4	-	6.4	93.6
French - Private (French Network)	8.3	1.6	-	98.4
French - Private (Unaffiliated)	0.3	-	100.0	-
French - CBC (Total)	10.0	-	-	100.0
French - Private (Total)	4.0	1.5	4.6	93.9
<u>PROGRAMME CLASS 11. DANCE.</u>				
No programme time in Class 11 during Adult Hours.				
<u>PROGRAMME CLASS 12. AGRICULTURE, FISHERIES, ETC.</u>				
English - CBC (Trans-Canada)	0.6	57.1	-	42.9
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	1.3	-	80.0	20.0
English - Private (Dominion)	#	-	100.0	-
English - Private (Unaffiliated)	0.1	100.0	-	-
English - CBC (Total)	0.5	57.1	-	42.9
English - Private (Total)	0.3	13.9	69.4	16.7
French - Private (French Network)	1.3	-	20.0	80.0
French - Private (Unaffiliated)	0.8	81.8	18.2	-
French - CBC (Total)	1.2	-	-	100.0
French - Private (Total)	1.1	34.6	19.2	46.2
# Less than .05 percent				

\* Monday-Sunday, 9:00 p.m. to sign-off.

Table Ad-3-4. Adult Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 13. FAMILY LIVING AND SHOPPING.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	0.3	5.4	94.6	-
English - Private (Unaffiliated)	0.3	58.3	41.7	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.2	28.5	71.5	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	0.5	42.9	57.1	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.3	42.9	57.1	-
<u>PROGRAMME CLASS 13a. FAMILY LIVING.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	0.2	9.4	90.6	-
English - Private (Unaffiliated)	0.2	100.0	-	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.1	49.5	50.5	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	0.4	42.9	57.1	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.2	54.5	45.5	-
<u>PROGRAMME CLASS 13b. MERCHANDISING.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	0.1	-	100.0	-
English - Private (Unaffiliated)	0.1	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.1	-	100.0	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	0.1	-	100.0	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.1	-	100.0	-

\* Monday-Sunday, 9:00 p.m. to sign-off.

Table Ad-3-5. Adult Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 14. MUSIC PROGRAMMES.</u>				
English - CBC (Trans-Canada)	49.0	-	13.6	86.4
English - CBC (Dominion)	63.9	-	32.7	67.3
English - Private (Trans-Canada)	45.3	1.7	73.0	25.3
English - Private (Dominion)	63.0	1.2	85.5	13.3
English - Private (Unaffiliated)	71.2	3.1	96.9	-
English - CBC (Total)	51.9	-	18.2	81.8
English - Private (Total)	63.2	2.0	89.0	9.0
French - Private (French Network)	48.7	0.8	53.4	45.8
French - Private (Unaffiliated)	77.6	1.6	98.4	-
French - CBC (Total)	43.4	-	1.4	98.6
French - Private (Total)	64.2	1.3	82.6	16.1
<u>PROGRAMME CLASS 14a. SERIOUS. - MUSIC.</u>				
English - CBC (Trans-Canada)	26.5	-	21.2	78.8
English - CBC (Dominion)	25.6	-	68.2	31.8
English - Private (Trans-Canada)	5.5	-	13.0	87.0
English - Private (Dominion)	4.3	-	43.6	56.4
English - Private (Unaffiliated)	0.8	10.2	89.8	-
English - CBC (Total)	26.4	-	30.0	70.0
English - Private (Total)	3.2	1.0	38.9	60.1
French - Private (French Network)	20.3	-	21.1	78.9
French - Private (Unaffiliated)	6.5	3.6	96.4	-
French - CBC (Total)	26.0	-	-	100.0
French - Private (Total)	12.9	1.0	41.4	57.6
<u>PROGRAMME CLASS 14b. LIGHT. - MUSIC.</u>				
English - CBC (Trans-Canada)	10.0	-	10.6	89.4
English - CBC (Dominion)	4.6	-	-	100.0
English - Private (Trans-Canada)	6.1	-	53.4	46.6
English - Private (Dominion)	3.3	-	72.0	28.0
English - Private (Unaffiliated)	4.8	2.5	97.5	-
English - CBC (Total)	8.9	-	9.6	90.4
English - Private (Total)	4.3	1.0	78.4	20.6
French - Private (French Network)	4.3	-	18.9	81.1
French - Private (Unaffiliated)	5.6	-	100.0	-
French - CBC (Total)	13.0	-	-	100.0
French - Private (Total)	5.0	-	67.8	32.2

\* Monday-Sunday, 9:00 p.m. to sign-off.



Table Ad-3-6. Adult Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 14c. POPULAR AND DANCE. - MUSIC.</u>				
English - CBC (Trans-Canada)	5.3	-	-	100.0
English - CBC (Dominion)	20.9	-	16.7	83.3
English - Private (Trans-Canada)	29.1	2.6	95.4	2.0
English - Private (Dominion)	47.1	0.4	95.8	3.8
English - Private (Unaffiliated)	60.7	3.0	97.0	-
English - CBC (Total)	8.3	-	8.1	91.9
English - Private (Total)	49.3	1.8	96.4	1.8
French - Private (French Network)	23.8	1.7	87.2	11.1
French - Private (Unaffiliated)	61.2	1.6	98.4	-
French - CBC (Total)	3.2	-	-	100.0
French - Private (Total)	43.9	1.6	95.6	2.8
<u>PROGRAMME CLASS 14d. FOLK, WESTERN, OLD, ETC. - MUSIC.</u>				
English - CBC (Trans-Canada)	7.2	-	-	100.0
English - CBC (Dominion)	7.0	-	-	100.0
English - Private (Trans-Canada)	3.2	-	29.6	70.4
English - Private (Dominion)	4.4	11.5	38.1	50.4
English - Private (Unaffiliated)	4.3	5.0	95.0	-
English - CBC (Total)	7.2	-	-	100.0
English - Private (Total)	4.4	7.1	58.2	34.7
French - Private (French Network)	0.3	-	50.0	50.0
French - Private (Unaffiliated)	4.1	-	100.0	-
French - CBC (Total)	1.2	-	50.0	50.0
French - Private (Total)	2.3	-	97.3	2.7
<u>PROGRAMME CLASS 14e. READINGS OF PROSE AND POETRY. - MUSIC.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	5.8	-	-	100.0
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	3.9	-	74.5	25.5
English - Private (Unaffiliated)	0.6	-	100.0	-
English - CBC (Total)	1.1	-	-	100.0
English - Private (Total)	2.0	-	77.6	22.4
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	0.2	-	100.0	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.1	-	100.0	-

\* Monday-Sunday, 9:00 p.m. to sign-off.

Table Ad-3-7. Adult Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 15. DRAMA PROGRAMMES.</u>				
English - CBC (Trans-Canada)	10.6	-	-	100.0
English - CBC (Dominion)	4.6	-	-	100.0
English - Private (Trans-Canada)	12.0	-	21.9	78.1
English - Private (Dominion)	4.2	-	48.3	51.7
English - Private (Unaffiliated)	3.3	-	100.0	-
English - CBC (Total)	9.4	-	-	100.0
English - Private (Total)	5.2	-	50.7	49.3
French - Private (French Network)	7.3	-	-	100.0
French - Private (Unaffiliated)	0.8	-	100.0	-
French - CBC (Total)	9.4	-	-	100.0
French - Private (Total)	3.8	-	11.5	88.5
<u>PROGRAMME CLASS 15a. SERIOUS.- DRAMA.</u>				
English - CBC (Trans-Canada)	7.8	-	-	100.0
English - CBC (Dominion)	2.3	-	-	100.0
English - Private (Trans-Canada)	7.5	-	-	100.0
English - Private (Dominion)	0.4	-	25.0	75.0
English - Private (Unaffiliated)	0.4	-	100.0	-
English - CBC (Total)	6.7	-	-	100.0
English - Private (Total)	1.6	-	11.4	88.6
French - Private (French Network)	3.8	-	-	100.0
French - Private (Unaffiliated)	0.2	-	100.0	-
French - CBC (Total)	5.9	-	-	100.0
French - Private (Total)	1.8	-	6.7	93.3
<u>PROGRAMME CLASS 15b. DOMESTIC. - DRAMA.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	-	-	-	-
English - Private (Unaffiliated)	0.1	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	#	-	100.0	-
French - Private (French Network)	1.9	-	-	100.0
French - Private (Unaffiliated)	0.6	-	100.0	-
French - CBC (Total)	2.3	-	-	100.0
French - Private (Total)	1.2	-	26.3	73.7

# Less than .05 percent.

\* Monday-Sunday, 9:00 p.m. to sign-off.

Table Ad-3-8. Adult Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local	Material	Recorded Network
		Live	Recorded	Network
<u>PROGRAMME CLASS 15c. COMEDY.-DRAMA.</u>				
English - CBC (Trans-Canada)	2.2	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	1.9	-	28.6	71.4
English - Private (Dominion)	1.2	-	8.1	91.9
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	1.8	-	-	100.0
English - Private (Total)	0.9	-	15.5	84.5
French - Private (French Network)	0.8	-	-	100.0
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	1.2	-	-	100.0
French - Private (Total)	0.4	-	-	100.0
<u>PROGRAMME CLASS 15d. CRIME, ETC.-DRAMA.</u>				
English - CBC (Trans-Canada)	0.6	-	-	100.0
English - CBC (Dominion)	2.3	-	-	100.0
English - Private (Trans-Canada)	2.6	-	79.6	20.4
English - Private (Dominion)	2.5	-	70.7	29.3
English - Private (Unaffiliated)	2.4	-	100.0	-
English - CBC (Total)	0.9	-	-	100.0
English - Private (Total)	2.4	-	83.4	16.6
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
<u>PROGRAMME CLASS 15e. ROMANTIC.-DRAMA.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	0.1	-	100.0	-
English - Private (Unaffiliated)	-	-	-	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.1	-	100.0	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table Ad-3-9. Adult Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Live	Material Recorded	Network
<u>PROGRAMME CLASS 15f. MUSICAL COMEDY.-DRAMA.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	-	-	-	-
English - Private (Unaffiliated)	0.2	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.1	-	100.0	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
<u>PROGRAMME CLASS 15g. OTHER.-DRAMA.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	-	-	-	-
English - Private (Unaffiliated)	0.2	-	100.0	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.1	-	100.0	-
French - Private (French Network)	0.8	-	-	100.0
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.4	-	-	100.0
<u>PROGRAMME CLASS 16. VARIETY.</u>				
English - CBC (Trans-Canada)	2.2	-	-	100.0
English - CBC (Dominion)	2.3	-	-	100.0
English - Private (Trans-Canada)	2.1	-	87.5	12.5
English - Private (Dominion)	1.6	28.9	-	71.1
English - Private (Unaffiliated)	2.2	2.7	97.3	-
English - CBC (Total)	2.2	-	-	100.0
English - Private (Total)	1.9	11.9	59.5	28.6
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	0.5	-	100.0	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.2	-	100.0	-

\* Monday - Sunday, 9:00 p.m. to sign-off.



Table Ad-3-10. Adult Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station.

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 17. PERSONALITIES.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	-	-	-	-
English - Private (Dominion)	-	-	-	-
English - Private (Unaffiliated)	0.4	100.0	-	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.2	100.0	-	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	0.6	-	100.0	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	0.3	-	100.0	-
<u>PROGRAMME CLASS 18. QUIZ, GAMES, ETC.</u>				
English - CBC (Trans-Canada)	-	-	-	-
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	0.3	-	100.0	-
English - Private (Dominion)	0.1	-	100.0	-
English - Private (Unaffiliated)	0.1	100.0	-	-
English - CBC (Total)	-	-	-	-
English - Private (Total)	0.1	40.0	60.0	-
French - Private (French Network)	-	-	-	-
French - Private (Unaffiliated)	-	-	-	-
French - CBC (Total)	-	-	-	-
French - Private (Total)	-	-	-	-
<u>PROGRAMME CLASS 19. SPORTS PROGRAMMES.</u>				
English - CBC (Trans-Canada)	6.0	-	-	100.0
English - CBC (Dominion)	4.8	-	-	100.0
English - Private (Trans-Canada)	13.2	54.8	8.5	36.7
English - Private (Dominion)	9.8	66.4	9.5	24.1
English - Private (Unaffiliated)	7.3	89.9	5.5	4.6
English - CBC (Total)	5.7	-	-	100.0
English - Private (Total)	9.4	70.6	8.1	21.3
French - Private (French Network)	7.2	30.0	0.6	69.4
French - Private (Unaffiliated)	6.8	89.8	10.2	-
French - CBC (Total)	7.6	-	-	100.0
French - Private (Total)	7.0	61.4	5.6	33.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table Ad-3-11. Adult Hours\*, Sound Radio Programme Class Time  
as Percent of Total Programme Time and Percent by Origin  
Within Canada by Class of Station

Class of Station	Percent of Weekly Total	Percent Which Was		
		Local Material Live	Recorded	Network
<u>PROGRAMME CLASS 19a. NEWS.-SPORTS PROGRAMMES.</u>				
English - CBC (Trans-Canada)	1.7	-	-	100.0
English - CBC (Dominion)	-	-	-	-
English - Private (Trans-Canada)	3.9	67.8	18.5	13.7
English - Private (Dominion)	4.2	77.3	10.7	12.0
English - Private (Unaffiliated)	3.3	88.0	12.0	-
English - CBC (Total)	1.3	-	-	100.0
English - Private (Total)	3.8	79.2	12.5	8.3
French - Private (French Network)	2.6	82.8	1.7	15.5
French - Private (Unaffiliated)	3.7	100.0	-	-
French - CBC (Total)	0.6	-	-	100.0
French - Private (Total)	3.2	93.5	0.7	5.8
<u>PROGRAMME CLASS 19b. EVENTS.-SPORTS PROGRAMMES.</u>				
English - CBC (Trans-Canada)	4.3	-	-	100.0
English - CBC (Dominion)	4.8	-	-	100.0
English - Private (Trans-Canada)	9.3	49.3	4.3	46.4
English - Private (Dominion)	5.6	58.3	8.6	33.1
English - Private (Unaffiliated)	4.0	91.6	-	8.4
English - CBC (Total)	4.4	-	-	100.0
English - Private (Total)	5.6	64.7	5.1	30.2
French - Private (French Network)	4.6	-	-	100.0
French - Private (Unaffiliated)	3.1	77.8	22.2	-
French - CBC (Total)	7.0	-	-	100.0
French - Private (Total)	3.8	34.4	9.8	55.8
<u>PROGRAMME CLASS 20. CHILDREN'S PROGRAMMES.</u>				
No programme time in Class 20 during Adult Hours.				
<u>PROGRAMME CLASS 21. PROGRAMME PROMOTION.</u>				
No programme time in Class 21 during Adult Hours.				

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table II-1. Sound Radio Programme Time: Total for the Week  
on the Individual Stations by Class of Station  
January 15-21, 1956

Stations by Class of Stations	Time on the Air	
	In Minutes	In Hours
CBC Stations (English)	36,117	602:0
Trans-Canada:	28,751	479.3
CBI - Sydney	7,093	118.3
CBL - Toronto	7,178	119.6
CBU - Vancouver	7,231	120.5
CBW - Winnipeg	7,249	120.8
Dominion:	7,366	122.8
CJBC - Toronto	7,366	122.8
Private Stations (English)	297,112	4,951.8
Trans-Canada:	60,560	1,009.4
CKPR - Fort William	7,049	117.5
CFNB - Fredericton	7,370	122.9
CKOV - Kelowna	7,389	123.2
CJOC - Lethbridge	7,495	124.9
CJIC - Sault Ste. Marie	8,075	134.6
CHSJ - St. John, N. B.	7,799	130.0
CKGB - Timmins	7,560	126.0
CJAT - Trail	7,823	130.4
Dominion:	128,018	2,133.6
CJFX - Antigonish	7,078	118.0
CKX - Brandon	7,800	130.0
CFCN - Calgary	7,880	131.3
CFCY - Charlottetown	6,952	115.9
CHWK - Chilliwack	7,050	117.5
CFRN - Edmonton	9,845	164.1
CFPL - London	8,391	140.0
CKCW - Moncton	7,905	131.8
CFCF - Montreal	8,148	135.8
CHAB - Moose Jaw	7,563	126.1
CKOY - Ottawa	9,788	163.1
CHOV - Pembroke	7,060	117.7
CFQC - Saskatoon	7,900	131.7
CKTS - Sherbrooke	7,440	124.0
CJOR - Vancouver	9,513	158.6
CKRC - Winnipeg	7,705	128.5
Unaffiliated:	108,534	1,808.9
CKBC - Bathurst	6,900	115.1
CKXL - Calgary	9,726	162.1
CKGF - Galt	3,973	66.2
CJCH - Halifax	7,630	127.2
CJAD - Montreal	7,960	132.7
CJNB - North Battleford	7,270	121.2
CKOM - Saskatoon	8,118	135.4
CJON - St. Johns	7,560	126.0
CJRW - Summerside	5,547	92.5
CFRB - Toronto	7,960	132.8
CKEY - Toronto	10,080	168.0
CKWX - Vancouver	7,835	130.6
CKDA - Victoria	7,895	131.6
CJOB - Winnipeg	10,080	168.0

(continued)

Table II-1 (continued).

Stations by Class of Stations	Time on the Air	
	In Minutes	In Hours
CBC Stations (French)	13,809	230.2
CBAF - Moncton	6,729	112.2
CBF - Montreal	7,080	118.0
Private Stations (French)	124,932	2,082.2
Network Affiliated:	64,040	1,067.3
CJEM - Edmunston	7,445	124.1
CFRG - Gravelbourg	6,090	101.5
CKCH - Hull	7,833	130.6
CHNC - New Carlisle	6,930	115.5
CJER - Rimouski	7,470	124.5
CHLT - Sherbrooke	7,475	124.6
CKSB - St. Boniface	6,690	111.5
CHGB - Ste. Anne de la Pocatiere	7,085	118.1
CKUD - Val d'Or	7,022	117.0
Unaffiliated:	60,892	1,014.9
CJMT - Chicoutimi	8,087	134.8
CHEF - Granby	6,734	112.3
CKRS - Jonquiere	7,375	122.9
CKBM - Montmagny	6,720	112.0
CKAC - Montreal	7,705	128.4
CHRC - Quebec	7,376	123.0
CHRL - Roberval	7,020	117.0
CKVL - Verdun	9,875	164.6



Table II-2. Sound Radio Programme Time by Class of Programme:  
Total for the Week on English Stations - CBC (Trans-  
Canada, Dominion and Total), January 15-21, 1956.

Class of Programme	English Stations - CBC					
	Trans-Canada		Dominion		Total	
	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent
1. News & Weather	2,740	9.5	472	6.5	3,212	8.9
2. Nature & Science	41	0.1	18	0.2	59	0.2
3. Foreign Lands	270	0.9	30	0.4	300	0.8
4. Pol. & Pub. Aff.	794	2.8	80	1.1	874	2.4
5. Soc. & Human Rel.	625	2.2	75	1.0	700	1.9
6. Misc. Information	55	0.2	-	-	55	0.1
7. Canadian Activ.	1,257	4.4	30	0.4	1,287	3.6
8. "Feedback" Progs.	60	0.2	-	-	60	0.2
9. Religion	1,275	4.4	157	2.2	1,432	4.0
10. Fine Arts, etc.	1,389	4.8	135	1.8	1,524	4.3
11. Dance	-	-	-	-	-	-
12. Agriculture, etc.	1,086	3.8	15	0.2	1,101	3.0
13. Fam. Living, etc.	640	2.2	91	1.2	731	2.0
13a. Family Living	640	2.2	91	1.2	731	2.0
13b. Merchandising	-	-	-	-	-	-
14. Music Programmes	11,728	40.8	5,361	72.8	17,089	47.3
14a. Serious	4,668	16.2	871	11.8	5,539	15.3
14b. Light	3,015	10.5	186	2.5	3,201	8.9
14c. Popular	2,422	8.4	3,734	50.7	6,156	17.0
14d. Folk, etc.	1,623	5.7	495	6.7	2,118	5.9
14e. Prose & Poetry	-	-	75	1.1	75	0.2
15. Drama Programmes	2,998	10.4	165	2.2	3,163	8.8
15a. Serious	885	3.1	30	0.4	915	2.5
15b. Domestic	1,575	5.5	-	-	1,575	4.4
15c. Comedy	418	1.4	75	1.0	493	1.4
15d. Crime, etc.	120	0.4	60	0.8	180	0.5
15e. Romantic	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-
16. Variety	840	2.9	90	1.2	930	2.6
17. Personalities	190	0.7	150	2.0	340	0.9
18. Quiz, Games, etc.	-	-	-	-	-	-
19. Sports Progs.	831	2.9	262	3.6	1,093	3.0
19a. News	445	1.5	202	2.8	647	1.8
19b. Events	386	1.4	60	0.8	446	1.2
20. Children's Prog.	1,862	6.5	235	3.2	2,097	5.8
20a. Youth Educ.	1,517	5.3	-	-	1,517	4.2
20b-f. Drama	165	0.6	30	0.4	195	0.5
20b. Crime, etc.	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-
20d. Fairy Tales	165	0.6	30	0.4	195	0.5
20e. Serious	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-
20g. Variety	-	-	90	1.2	90	0.2
20h. Quiz, etc.	-	-	-	-	-	-
20i. Other	180	0.6	115	1.6	295	0.9
21. Prog. Promo.	70	0.3	-	-	70	0.2
TOTALS	28,751	100.0	7,366	100.0	36,117	100.0

Table II-3. Sound Radio Programme Time by Class of Programme: Total for the Week on English Stations - Private (Trans-Canada, Dominion, Unaffiliated and Total), January 15-21, 1956

Class of Programme	English Stations - Private							
	Trans-Canada		Dominion		Un-affiliated		Total	
	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent
1. News & Weather	6,803	<del>11.2</del>	15,126	<del>11.8</del>	13,615	<del>12.6</del>	35,544	12.0
2. Nature & Science	29	0.1	25	*	10	*	64	*
3. Foreign Lands	159	0.3	348	0.4	-	-	507	0.2
4. Pol. & Pub. Aff.	820	<del>1.4</del>	1,693	<del>1.3</del>	579	0.5	3,092	1.0
5. Soc. Rel.	1,056	<del>1.7</del>	1,554	<del>1.2</del>	461	0.4	3,071	1.0
6. Misc. Info.	260	0.4	387	0.3	435	0.4	1,082	0.4
7. Canadian Activ.	698	<del>1.1</del>	1,117	0.9	595	0.5	2,410	0.8
8. "Feedback"	15	*	-	-	-	-	15	*
9. Religion	3,147	<del>5.2</del>	7,464	<del>5.8</del>	5,266	<del>4.9</del>	15,877	5.3
10. Fine Arts, etc.	655	<del>1.1</del>	481	0.4	218	0.2	1,354	0.5
11. Dance	-	-	-	-	-	-	-	-
12. Agric., etc.	1,127	<del>1.9</del>	1,403	<del>1.1</del>	794	0.7	3,324	1.1
13. Fam. Liv., etc.	2,202	<del>3.6</del>	3,318	<del>2.6</del>	3,522	<del>3.2</del>	9,042	3.1
13a. Fam. Living	1,972	<del>3.3</del>	2,657	<del>2.1</del>	3,071	<del>2.8</del>	7,700	2.6
13b. Mds.	230	0.3	661	0.5	451	0.4	1,342	0.5
14. Music	28,974	<del>47.8</del>	74,380	<del>58.1</del>	67,219	<del>61.9</del>	170,573	57.4
14a. Serious	2,275	<del>3.8</del>	3,430	<del>2.7</del>	668	0.6	6,373	2.1
14b. Light	3,580	<del>5.9</del>	5,323	<del>4.2</del>	4,260	<del>3.9</del>	13,163	4.4
14c. Popular	19,232	<del>31.8</del>	53,235	<del>41.6</del>	53,489	<del>49.3</del>	125,956	42.4
14d. Folk, etc.	3,857	<del>6.5</del>	10,997	<del>8.6</del>	8,557	<del>7.9</del>	23,411	7.9
14e. Prose, etc.	30	*	1,395	<del>1.0</del>	245	0.2	1,670	0.6
15. Drama	6,028	<del>10.0</del>	4,533	<del>3.5</del>	4,193	<del>3.9</del>	14,754	5.0
15a. Serious	1,230	<del>2.0</del>	391	0.3	210	0.2	1,831	0.6
15b. Domestic	3,771	<del>6.2</del>	553	0.4	1,734	<del>1.6</del>	6,058	2.0
15c. Comedy	434	0.7	1,580	<del>1.2</del>	465	0.4	2,479	0.8
15d. Crime, etc.	563	<del>1.0</del>	1,859	<del>1.5</del>	1,359	<del>1.3</del>	3,781	1.4
15e. Romantic	-	-	120	0.1	130	0.1	250	0.1
15f. Musical Com.	-	-	-	-	120	0.1	120	*
15g. Other	30	0.1	30	*	175	0.2	235	0.1
16. Variety	2,129	<del>3.5</del>	2,088	<del>1.6</del>	2,221	<del>2.1</del>	6,438	2.2
17. Personalities	513	0.8	1,565	<del>1.2</del>	1,538	<del>1.4</del>	3,616	1.2
18. Quiz, etc.	905	<del>1.5</del>	2,166	<del>1.7</del>	1,761	<del>1.6</del>	4,832	1.6
19. Sports Progs.	2,661	<del>4.4</del>	6,507	<del>5.1</del>	3,968	<del>3.7</del>	13,136	4.4
19a. News	1,347	<del>2.2</del>	4,374	<del>3.4</del>	2,902	<del>2.7</del>	8,623	2.9
19b. Events	1,314	<del>2.2</del>	2,133	<del>1.7</del>	1,066	<del>1.0</del>	4,513	1.5
20. Children's	2,354	<del>3.9</del>	3,631	<del>2.8</del>	2,059	<del>1.9</del>	8,044	2.7
20a. Youth Educ.	1,231	<del>2.0</del>	971	0.8	172	0.2	2,374	0.8
20b-f. Drama	329	<del>0.6</del>	1,290	<del>1.0</del>	723	<del>0.7</del>	2,342	0.8
20b. Crime	134	0.2	593	0.4	370	0.4	1,097	0.4
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy T.	195	0.4	697	0.6	353	0.3	1,245	0.4
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	369	0.6	773	0.6	674	0.6	1,816	0.6
20h. Quiz, etc.	31	0.1	70	0.1	5	*	106	*
20i. Other	394	0.6	527	0.3	485	0.4	1,406	0.5
21. Prog. Promo.	25	0.1	232	0.2	80	0.1	337	0.1
TOTALS	60,560	100.0	128,018	100.0	108,534	100.0	297,112	100.0

\* Less than .05 per cent.

Table II-4. Sound Radio Programme Time by Class of Programme: Total  
for the Week on French Stations - CBC, January 15-21, 1956

Class of Programme	French Stations - CBC	
	Minutes	Percent
1. News and Weather	787	<del>5.7</del>
2. Nature and Science	-	-
3. Foreign Lands and Peoples	-	-
4. Political & Other Public Aff.	380	<del>2.8</del>
5. Social & Human Relations	380	<del>2.8</del>
6. Misc. Information	170	<del>1.2</del>
7. Canadian Activities & Heritage	210	<del>1.5</del>
8. "Feedback" Programmes	-	-
9. Religion	536	<del>3.9</del>
10. Fine Arts, Literature, etc.	510	<del>3.7</del>
11. Dance	-	-
12. Agriculture, Fisheries, etc.	379	<del>2.7</del>
13. Family Living & Shopping	425	<del>3.1</del>
13a. Family Living	425	<del>3.1</del>
13b. Merchandising	-	-
14. Music Programmes	6,448	<del>46.7</del>
14a. Serious	2,413	<del>17.5</del>
14b. Light	1,201	<del>8.7</del>
14c. Popular and Dance	2,695	<del>19.5</del>
14d. Folk, Western, Old, etc.	139	<del>1.0</del>
14e. Readings of Prose & Poetry	-	-
15. Drama Programmes	2,010	<del>14.5</del>
15a. Serious	240	<del>1.7</del>
15b. Domestic	1,530	<del>11.1</del>
15c. Comedy	150	<del>1.1</del>
15d. Crime, Western, etc.	-	-
15e. Romantic	60	0.4
15f. Musical Comedy	-	-
15g. Other	30	0.2
16. Variety	300	<del>2.2</del>
17. Personalities	345	<del>2.5</del>
18. Quiz, Games and Contests	75	0.5
19. Sports Programmes	303	<del>2.2</del>
19a. Sports News & Interviews	125	0.9
19b. Sports Events	178	<del>1.3</del>
20. Children's Programmes	330	<del>2.4</del>
20a. Youth Educational Progs.	120	0.9
20b-f. Children's Drama	210	<del>1.5</del>
20b. Crime, Western, etc.	-	-
20c. Comedy	-	-
20d. Fairy Tales	210	<del>1.5</del>
20e. Serious	-	-
20f. Other	-	-
20g. Children's Variety	-	-
20h. Quiz, Games & Contests	-	-
20i. Other Children's Progs.	-	-
21. Programme Promotion	<u>221</u>	<del>1.6</del>
TOTALS	13,809	100.0

Table II-4-A. Sound Radio Programme Time by Class of Programme: Total for the Week on French Stations - Private (French Network, Unaffiliated and Total), January 15-21, 1956

Class of Programme	French Stations - Private					
	French Network		Un-affiliated		Total	
	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent
1. News & Weather	5,613	<del>8.9</del>	5,957	<del>9.8</del>	11,570	9.2
2. Nature & Science	-	-	-	-	-	-
3. Foreign Lands	30	#	45	0.1	75	0.1
4. Pol. & Pub. Aff.	1,361	<del>2.2</del>	358	0.6	1,719	1.4
5. Soc. & Human Rel.	1,685	<del>2.6</del>	396	0.7	2,081	1.7
6. Misc. Information	508	0.8	250	0.4	758	0.6
7. Canadian Activ.	1,064	<del>1.7</del>	715	<del>1.2</del>	1,779	1.4
8. "Feedback" Progs.	-	-	106	0.2	106	0.1
9. Religion	3,349	<del>5.2</del>	3,554	<del>5.8</del>	6,903	5.5
10. Fine Arts, etc.	1,876	<del>2.9</del>	106	0.2	1,982	1.6
11. Dance	-	-	-	-	-	-
12. Agriculture, etc.	2,166	<del>3.4</del>	736	<del>1.2</del>	2,902	2.3
13. Fam. Living, etc.	2,339	<del>3.7</del>	2,223	<del>3.6</del>	4,562	3.6
13a. Family Living	2,157	<del>3.4</del>	1,654	<del>2.7</del>	3,811	3.0
13b. Merchandising	182	0.3	569	0.9	751	0.6
14. Music Programmes	32,308	<del>50.5</del>	40,327	<del>66.2</del>	72,635	58.1
14a. Serious	6,841	<del>10.7</del>	1,887	<del>3.1</del>	8,728	7.0
14b. Light	3,580	<del>5.6</del>	3,412	<del>5.6</del>	6,992	5.6
14c. Popular	19,514	<del>30.5</del>	32,564	<del>53.5</del>	52,078	41.6
14d. Folk, etc.	2,373	<del>3.7</del>	2,434	<del>4.0</del>	4,807	3.9
14e. Prose & Poetry	-	-	30	#	30	#
15. Drama Programmes	6,112	<del>9.5</del>	1,596	<del>2.6</del>	7,708	6.1
15a. Serious	780	<del>1.2</del>	30	#	810	0.6
15b. Domestic	4,822	<del>7.5</del>	1,536	<del>2.5</del>	6,358	5.1
15c. Comedy	300	0.5	-	-	300	0.2
15d. Crime, etc.	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-
15g. Other	210	0.3	30	0.1	240	0.2
16. Variety	810	<del>1.3</del>	360	0.6	1,170	0.9
17. Personalities	745	<del>1.2</del>	400	0.7	1,145	1.2
18. Quiz, Games, etc.	857	<del>1.3</del>	888	<del>1.5</del>	1,745	1.3
19. Sports Progs.	1,650	<del>2.6</del>	2,039	<del>3.3</del>	3,689	3.0
19a. News	975	<del>1.5</del>	1,604	<del>2.6</del>	2,579	2.1
19b. Events	675	<del>1.1</del>	435	0.7	1,110	0.9
20. Children's Progs.	1,532	<del>2.4</del>	817	<del>1.3</del>	2,349	1.9
20a. Youth Educ.	415	0.7	113	0.2	528	0.4
20b-f. Drama	342	<del>0.5</del>	50	<del>0.1</del>	392	0.3
20b. Crime, etc.	132	0.2	50	0.1	182	0.2
20c. Comedy	-	-	-	-	-	-
20d. Fairy Tales	210	0.3	-	-	210	0.1
20e. Serious	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-
20g. Variety	600	0.9	249	0.4	849	0.7
20h. Quiz, etc.	105	0.2	110	0.2	215	0.1
20i. Other	70	0.1	295	0.5	365	0.3
21. Prog. Promo.	<u>35</u>	<u>#</u>	<u>19</u>	<u>#</u>	<u>54</u>	<u>#</u>
TOTALS	64,040	100.0	60,892	100.0	124,932	100.0

# Less than .05 percent.



Table II-5. Sound Radio Programme Time by Origin Within Canada:  
Total for the Week by Class of Station, January 15-21, 1956

Class of Station	Local Material		Network	Total
	Live	Recorded		
	(in minutes)			
English Stations - CBC	1,254	6,509	28,354	36,117
Trans-Canada Network	478	1,747	26,526	28,751
Dominion Network	776	4,762	1,828	7,366
English Stations - Private	62,109	197,685	37,318	297,112
Trans-Canada Network	10,748	31,589	18,223	60,560
Dominion Network	26,374	83,550	18,094	128,018
Unaffiliated	24,987	82,546	1,001	108,534
French Stations - CBC	495	1,144	12,170	13,809
French Stations - Private	19,562	79,857	25,513	124,932
French Network	7,669	30,858	25,513	64,040
Unaffiliated	11,893	48,999	-	60,892
	(in percent)			
English Stations - CBC	3.5	18.0	78.5	100.0
Trans-Canada Network	1.7	4.1	94.2	100.0
Dominion Network	10.5	64.7	24.8	100.0
English Stations - Private	20.9	66.5	12.6	100.0
Trans-Canada Network	17.7	52.2	30.1	100.0
Dominion Network	20.6	65.3	14.1	100.0
Unaffiliated	23.0	76.1	0.9	100.0
French Stations - CBC	3.6	8.3	88.1	100.0
French Stations - Private	15.7	63.9	20.4	100.0
French Network	12.0	48.2	39.8	100.0
Unaffiliated	19.5	80.5	-	100.0

Table II-6. Sound Radio Programme Time, Commercial and Sustaining:  
Total for the Week by Class of Station, January 15-21, 1956

Class of Station	Commercial	Sustaining	Total
	(in minutes)		
English Stations - CBC	5,206	30,911	36,117
Trans-Canada Network	4,427	24,324	28,751
Dominion Network	779	6,587	7,366
English Stations - Private	183,912	113,200	297,112
Trans-Canada Network	37,796	22,764	60,560
Dominion Network	72,938	55,080	128,018
Unaffiliated	73,178	35,356	108,534
French Stations - CBC	3,084	10,725	13,809
French Stations - Private	61,650	63,282	124,932
French Network	30,372	33,668	64,040
Unaffiliated	31,278	29,614	60,892
	(in percent)		
English Stations - CBC	14.4	85.6	100.0
Trans-Canada Network	15.4	84.6	100.0
Dominion Network	10.6	89.4	100.0
English Stations - Private	61.9	38.1	100.0
Trans-Canada Network	62.4	37.6	100.0
Dominion Network	57.0	43.0	100.0
Unaffiliated	67.4	32.6	100.0
French Stations - CBC	22.3	77.7	100.0
French Stations - Private	49.3	50.7	100.0
French Network	47.4	52.6	100.0
Unaffiliated	51.4	48.6	100.0

Table II-7. Sound Radio Programme Time, Percent in Commercial and Sustaining: Total for the Week on the Individual Stations by Class of Station  
January 15-21, 1956

Stations by Class of Station	Commercial	Sustaining	Total
CBC Stations (English)	14.4	85.6	100.0
Trans-Canada:	15.4	84.6	100.0
CBI - Sydney	16.3	83.7	100.0
CBL - Toronto	15.7	84.3	100.0
CBU - Vancouver	11.4	88.6	100.0
CBW - Winnipeg	18.2	81.8	100.0
Dominion:	10.6	89.4	100.0
CJBC - Toronto	10.6	89.4	100.0
Private Stations (English)	61.9	38.1	100.0
Trans-Canada:	62.4	37.6	100.0
CKPR - Fort William	68.4	31.6	100.0
CFNB - Fredericton	59.5	40.5	100.0
CKOV - Kelowna	61.0	39.0	100.0
CJOC - Lethbridge	76.4	23.6	100.0
CJIC - Sault Ste. Marie	63.0	37.0	100.0
CHSJ - St. John, N. B.	48.9	51.1	100.0
CKGB - Timmins	63.8	36.2	100.0
CJAT - Trail	59.2	40.8	100.0
Dominion:	57.0	43.0	100.0
CJFX - Antigonish	41.4	58.6	100.0
CKX - Brandon	66.2	33.8	100.0
CFCN - Calgary	63.8	36.2	100.0
CFCY - Charlottetown	55.2	44.8	100.0
CHWK - Chilliwack	60.5	39.5	100.0
CFRN - Edmonton	52.3	47.7	100.0
CFPL - London	48.5	51.5	100.0
CKCW - Moncton	51.2	48.8	100.0
CFCF - Montreal	54.6	45.4	100.0
CHAB - Moose Jaw	71.7	28.3	100.0
CKOY - Ottawa	72.7	27.3	100.0
CHOV - Pembroke	50.7	49.3	100.0
CFQC - Saskatoon	67.6	32.4	100.0
CKTS - Sherbrooke	23.8	76.2	100.0
CJOR - Vancouver	54.4	45.6	100.0
CKRC - Winnipeg	72.5	27.5	100.0
Unaffiliated:	67.4	32.6	100.0
CKBC - Bathurst	27.2	72.8	100.0
CKXL - Calgary	60.6	39.4	100.0
CKGP - Galt	67.8	32.2	100.0
CJCH - Halifax	73.7	26.3	100.0
CJAD - Montreal	61.1	38.9	100.0
CJNB - North Battleford	49.4	50.6	100.0
CKOM - Saskatoon	75.0	25.0	100.0
CJON - St. Johns	81.6	18.4	100.0
CJRW - Summerside	35.3	64.7	100.0
CFRB - Toronto	73.0	27.0	100.0
CKEY - Toronto	90.0	10.0	100.0
CKWX - Vancouver	80.3	19.7	100.0
CKDA - Victoria	64.9	35.1	100.0
CJOB - Winnipeg	80.5	19.5	100.0

(continued)

Table II-7 (continued)

Stations by Class of Station	Commercial	Sustaining	Total
CBC Stations (French)	22.3	77.7	100.0
CBAF - Moncton	22.2	77.8	100.0
CBF - Montreal	22.5	77.5	100.0
Private Stations (French)	49.3	50.7	100.0
Network Affiliated:	47.4	52.6	100.0
CJEM - Edmunston	39.0	61.0	100.0
CFRG - Gravelbourg	44.2	55.8	100.0
CKCH - Hull	53.0	47.0	100.0
CHNC - New Carlisle	43.2	56.8	100.0
CJBR - Rimouski	60.6	39.4	100.0
CHLT - Sherbrooke	50.9	49.1	100.0
CKSB - St. Boniface	43.3	56.7	100.0
CHGB - Ste. Anne de la Pocatiere	38.5	61.5	100.0
CKUD - Val d'Or	52.3	47.7	100.0
Unaffiliated:	51.4	48.6	100.0
CJMT - Chicoutimi	46.7	53.3	100.0
CHEF - Granby	39.9	60.1	100.0
CKRS - Jonquiere	53.1	46.9	100.0
CKBM - Montmagny	36.6	63.4	100.0
CKAC - Montreal	52.7	47.3	100.0
CHRC - Quebec	60.7	39.3	100.0
CHRL - Roberval	60.4	39.6	100.0
CKVL - Verdun	57.4	42.6	100.0



Table II-8. Sound Radio Programme Time: Time Devoted to Advertising  
and to Non-Commercial Community Service Announcements:  
Total for the Week by Class of Station,  
January 15-21, 1956

Class of Station	Advertising Time		Non-Commercial Announcement Time	
	Minutes	Percent of Total Time	Minutes	Percent of Total Time
English Stations - CBC	887.5	2.5	41.9	0.11
Trans-Canada Network	711.2	2.5	41.6	0.11
Dominion Network	176.3	2.4	0.3	#
English Stations - Private	29,233.1	9.8	472.4	0.16
Trans-Canada Network	5,983.0	9.9	129.0	0.21
Dominion Network	12,012.7	9.4	210.1	0.16
Unaffiliated	11,237.4	10.4	133.3	0.12
French Stations - CBC	530.9	3.8	2.0	0.01
French Stations - Private	9,164.5	7.3	52.8	0.04
French Network	4,748.1	7.4	18.8	0.03
Unaffiliated	4,416.4	7.3	34.0	0.06

# Less than .005 percent.

Table II-9. Sound Radio Programme Time: Time Devoted to Advertising and to Non-Commercial Community Service Announcements: Total for the Week on the Individual Stations, January 15-21, 1956

Stations by Class of Station	Total Time on the Air	Advertising Time		Non-Commercial Announcement Time	
	Minutes	Minutes	Percent of Total Time	Minutes	Percent of Total Time
CBC Stations (English)	36,117	887.5	2.5	41.9	0.11
Trans-Canada:	28,751	711.2	2.5	41.6	0.14
CBI - Sydney	7,093	192.3	2.7	2.0	0.03
CBL - Toronto	7,178	187.3	2.6	-	-
CBU - Vancouver	7,231	121.3	1.7	1.5	0.02
CBW - Winnipeg	7,249	210.3	2.9	38.1	0.53
Dominion:	7,366	176.3	2.4	0.3	#
CJBC - Toronto	7,366	176.3	2.4	0.3	#
Private Stations (English)	297,112	29,233.1	9.8	472.4	0.16
Trans-Canada:	60,560	5,983.0	9.9	129.0	0.21
CKPR - Fort William	7,049	850.0	12.1	-	-
CFNB - Fredericton	7,370	783.1	10.6	27.6	0.37
CKOV - Kelowna	7,389	672.3	9.1	24.3	0.33
CJOC - Lethbridge	7,495	997.9	13.3	1.7	0.02
CJIC - Sault Ste. Marie	8,075	752.2	9.3	9.6	0.12
CHSJ - St. John, N. B.	7,799	617.6	7.9	22.3	0.29
CKGB - Timmins	7,560	704.1	9.3	38.5	0.51
CJAT - Trail	7,823	605.8	7.7	5.0	0.06
Dominion:	128,018	12,012.7	9.4	210.1	0.16
CJFX - Antigonish	7,078	392.7	5.5	21.6	0.31
CKX - Brandon	7,800	1,008.9	12.9	10.0	0.13
CFCN - Calgary	7,880	830.6	10.5	15.0	0.19
CFCY - Charlottetown	6,952	585.7	8.4	-	-
CHWK - Chilliwack	7,050	781.8	11.1	6.8	0.10
CFRN - Edmonton	9,845	765.6	7.8	42.0	0.43
CFPL - London	8,391	856.4	10.2	15.9	0.19
CKCW - Moncton	7,905	621.3	7.9	7.0	0.09
CFCF - Montreal	8,148	677.3	8.3	9.3	0.11
CHAB - Moose Jaw	7,563	1,165.0	15.4	1.3	0.02
CKOY - Ottawa	9,788	1,159.1	11.8	2.6	0.03
CHOV - Pembroke	7,060	664.6	9.4	19.3	0.27
CFQC - Saskatoon	7,900	694.0	8.8	5.6	0.07
CKTS - Sherbrooke	7,440	217.8	2.9	-	-
CJOR - Vancouver	9,513	696.7	7.3	6.7	0.07
CKRC - Winnipeg	7,705	895.2	11.6	47.0	0.61
Unaffiliated:	108,534	11,237.4	10.4	133.3	0.12
CKBC - Bathurst	6,900	212.0	3.1	1.8	0.03
CKXL - Calgary	9,726	945.5	9.7	1.6	0.02
CKGR - Galt	3,973	289.4	7.3	-	-
CJCH - Halifax	7,630	702.6	9.2	21.8	0.29
CJAD - Montreal	7,960	865.1	10.9	16.0	0.20
CJNB - North Battleford	7,270	429.0	5.9	1.8	0.02
CKOM - Saskatoon	8,118	572.2	7.0	7.3	0.09
CJON - St. Johns	7,560	1,197.9	15.8	-	-
CJRW - Summerside	5,547	307.0	5.5	-	-
CFRB - Toronto	7,960	1,249.7	15.7	5.8	0.07
CKEY - Toronto	10,080	1,726.2	17.1	42.1	0.42
CKWX - Vancouver	7,835	1,127.2	14.4	-	-
CKDA - Victoria	7,895	763.3	9.7	21.8	0.28
CJOB - Winnipeg	10,080	850.3	8.4	13.3	0.13

(continued)

\* Less than .005 percent.

Table II-9. (continued)

Stations by Class of Station	Total Time on the Air	Advertising Time		Non-Commercial Announcement Time	
	Minutes	Minutes	Percent of Total Time	Minutes	Percent of Total Time
CBC Stations (French)	13,809	530.9	3.8	2.0	0.01
CBAF - Moncton	6,729	250.5	3.7	-	-
CBF - Montreal	7,080	280.4	4.0	2.0	0.03
Private Stations (French)	124,932	9,164.5	7.3	52.8	0.04
Network Affiliated:	64,040	4,748.1	7.4	18.8	0.03
CJEM - Edmunston	7,445	527.3	7.1	5.0	0.07
CFRG - Gravelbourg	6,090	293.1	4.8	-	-
CKCH - Hull	7,833	678.5	8.7	2.0	0.03
CHNC - New Carlisle	6,930	473.7	6.8	-	-
CJBR - Rimouski	7,470	753.0	10.1	1.3	0.02
CHLT - Sherbrooke	7,475	637.9	8.5	-	-
CKSB - St. Boniface	6,690	480.5	7.2	9.5	0.14
CHGB - Ste. Anne de la Pocatiere	7,085	292.4	4.1	-	-
CKUD - Val d'Or	7,022	611.7	8.7	1.0	0.01
Unaffiliated:	60,892	4,416.4	7.3	34.0	0.06
CJMT - Chicoutimi	8,087	446.8	5.5	-	-
CHEF - Granby	6,734	242.5	3.6	-	-
CKRS - Jonquiere	7,375	539.6	7.3	3.0	0.04
CKBM - Montmagny	6,720	185.6	2.8	3.2	0.05
CKAC - Montreal	7,705	598.0	7.8	15.0	0.19
CHRC - Quebec	7,376	748.6	10.1	5.0	0.07
CHRL - Roberval	7,020	503.8	7.2	2.5	0.04
CKVL - Verdun	9,875	1,151.5	11.7	5.3	0.05

Table III-1. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Total for the Week on English Stations - CBC (Trans-Canada), January 15-21, 1956.  
(in minutes)

Class of Programme	English Stations - CBC (Trans-Canada)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	181	6	2,553	2,740
2. Nature and Science	12	-	29	41
3. Foreign Lands and Peoples	10	-	260	270
4. Political & Other Public Aff.	-	-	794	794
5. Social & Human Relations	-	-	625	625
6. Misc. Information	-	-	55	55
7. Canadian Activities & Heritage	140	-	1,117	1,257
8. "Feedback" Programmes	-	-	60	60
9. Religion	-	-	1,275	1,275
10. Fine Arts, Literature, etc.	10	-	1,379	1,389
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	60	15	1,011	1,086
13. Family Living & Shopping	-	5	635	640
13a. Family Living	-	5	635	640
13b. Merchandising	-	-	-	-
14. Music Programmes	-	1,691	10,037	11,728
14a. Serious	-	353	4,315	4,668
14b. Light	-	469	2,546	3,015
14c. Popular and Dance	-	869	1,553	2,422
14d. Folk, Western, Old, etc.	-	-	1,623	1,623
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	2,998	2,998
15a. Serious	-	-	885	885
15b. Domestic	-	-	1,575	1,575
15c. Comedy	-	-	418	418
15d. Crime, Western, etc.	-	-	120	120
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	840	840
17. Personalities	10	-	180	190
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	10	-	821	831
19a. Sports News & Interviews	10	-	435	445
19b. Sports Events	-	-	386	386
20. Children's Programmes	30	30	1,802	1,862
20a. Youth Educational Progs.	-	30	1,487	1,517
20b-f. Children's Drama	-	-	165	165
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	165	165
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	30	-	150	180
21. Programme Promotion	15	-	55	70
TOTALS	478	1,747	26,526	28,751



Table III-2. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Total for the Week on English Stations - CBC (Dominion), January 15-21, 1956.  
(in minutes)

Class of Programme	English Stations - CBC (Dominion)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	399	-	73	472
2. Nature and Science	-	18	-	18
3. Foreign Lands and Peoples	15	-	15	30
4. Political & Other Public Aff.	35	15	30	80
5. Social & Human Relations	-	-	75	75
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	30	-	-	30
8. "Feedback" Programmes	-	-	-	-
9. Religion	60	67	30	157
10. Fine Arts, Literature, etc.	45	-	90	135
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	15	-	15
13. Family Living & Shopping	45	46	-	91
13a. Family Living	45	46	-	91
13b. Merchandising	-	-	-	-
14. Music Programmes	30	4,371	960	5,361
14a. Serious	-	646	225	871
14b. Light	-	66	120	186
14c. Popular and Dance	30	3,419	285	3,734
14d. Folk, Western, Old, etc.	-	240	255	495
14e. Readings of Prose & Poetry	-	-	75	75
15. Drama Programmes	-	30	135	165
15a. Serious	-	-	30	30
15b. Domestic	-	-	-	-
15c. Comedy	-	-	75	75
15d. Crime, Western, etc.	-	30	30	60
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	90	90
17. Personalities	-	-	150	150
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	117	40	105	262
19a. Sports News & Interviews	117	40	45	202
19b. Sports Events	-	-	60	60
20. Children's Programmes	-	160	75	235
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	30	30
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	30	30
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	60	30	90
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	100	15	115
21. Programme Promotion	-	-	-	-
TOTALS	776	4,762	1,828	7,366

Table III-3.

Sound Radio Programme Time by Class of Programme and Origin Within  
Canada: Total for the Week on English Stations - CBC (Total),  
January 15-21, 1956. (in minutes)

Class of Programme	English Stations - CBC (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	580	6	2,626	3,212
2. Nature and Science	12	18	29	59
3. Foreign Lands and Peoples	25	-	275	300
4. Political & Other Public Aff.	35	15	824	874
5. Social & Human Relations	-	-	700	700
6. Misc. Information	-	-	55	55
7. Canadian Activities & Heritage	170	-	1,117	1,287
8. "Feedback" Programmes	-	-	60	60
9. Religion	60	67	1,305	1,432
10. Fine Arts, Literature, etc.	55	-	1,469	1,524
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	60	30	1,011	1,101
13. Family Living & Shopping	45	51	635	731
13a. Family Living	45	51	635	731
13b. Merchandising	-	-	-	-
14. Music Programmes	30	6,062	10,997	17,089
14a. Serious	-	999	4,540	5,539
14b. Light	-	535	2,666	3,201
14c. Popular and Dance	30	4,288	1,838	6,156
14d. Folk, Western, Old, etc.	-	240	1,878	2,118
14e. Readings of Prose & Poetry	-	-	75	75
15. Drama Programmes	-	30	3,133	3,163
15a. Serious	-	-	915	915
15b. Domestic	-	-	1,575	1,575
15c. Comedy	-	-	493	493
15d. Crime, Western, etc.	-	30	150	180
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
*16. Variety	-	-	930	930
17. Personalities	10	-	330	340
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	127	40	926	1,093
19a. Sports News & Interviews	127	40	480	647
19b. Sports Events	-	-	446	446
20. Children's Programmes	30	190	1,877	2,097
20a. Youth Educational Progs.	-	30	1,487	1,517
20b-f. Children's Drama	-	-	195	195
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	195	195
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	60	30	90
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	30	100	165	295
21. Programme Promotion	15	-	55	70
TOTALS	1,254	6,509	28,354	36,117

Table III-4. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Total for the Week on English Stations - Private (Trans-Canada), January 15-21, 1956. (in minutes)

Class of Programme	English Stations - Private (Trans-Canada)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	5,169	105	1,529	6,803
2. Nature and Science	-	-	29	29
3. Foreign Lands and Peoples	24	105	30	159
4. Political & Other Public Aff.	15	131	674	820
5. Social & Human Relations	25	171	860	1,056
6. Misc. Information	-	260	-	260
7. Canadian Activities & Heritage	79	318	301	698
8. "Feedback" Programmes	-	-	15	15
9. Religion	1,099	1,462	586	3,147
10. Fine Arts, Literature, etc.	10	45	600	655
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	319	288	520	1,127
13. Family Living & Shopping	1,120	680	402	2,202
13a. Family Living	1,005	565	402	1,972
13b. Merchandising	115	115	-	230
14. Music Programmes	265	24,447	4,262	28,974
14a. Serious	12	216	2,047	2,275
14b. Light	45	2,348	1,187	3,580
14c. Popular and Dance	133	18,822	277	19,232
14d. Folk, Western, Old, etc.	75	3,031	751	3,857
14e. Readings of Prose & Poetry	-	30	-	30
15. Drama Programmes	30	935	5,063	6,028
15a. Serious	-	-	1,230	1,230
15b. Domestic	-	298	3,473	3,771
15c. Comedy	-	164	270	434
15d. Crime, Western, etc.	-	473	90	563
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	30	-	-	30
16. Variety	15	824	1,290	2,129
17. Personalities	393	75	45	513
18. Quiz, Games and Contests	186	719	-	905
19. Sports Programmes	1,614	201	846	2,661
19a. Sports News & Interviews	1,101	156	90	1,347
19b. Sports Events	513	45	756	1,314
20. Children's Programmes	360	823	1,171	2,354
20a. Youth Educational Progs.	30	60	1,141	1,231
20b-f. Children's Drama	75	224	30	329
20b. Crime, Western, etc.	-	134	-	134
20c. Comedy	-	-	-	-
20d. Fairy Tales	75	90	30	195
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	135	234	-	369
20h. Quiz, Games & Contests	-	31	-	31
20i. Other Children's Progs.	120	274	-	394
21. Programme Promotion	25	-	-	25
TOTALS	10,748	31,589	18,223	60,560

Table III-5. Sound Radio Programme Time by Class of Programme and Origin  
 Within Canada: Total for the Week on English Stations - Private (Dominion),  
 January 15-21, 1956. (in minutes)

Class of Programme	English Stations - Private (Dominion)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	14,070	170	886	15,126
2. Nature and Science	-	25	-	25
3. Foreign Lands and Peoples	-	55	293	348
4. Political & Other Public Aff.	487	404	802	1,693
5. Social & Human Relations	71	339	1,144	1,554
6. Misc. Information	54	333	-	387
7. Canadian Activities & Heritage	319	544	254	1,117
8. "Feedback" Programmes	-	-	-	-
9. Religion	2,381	4,639	444	7,464
10. Fine Arts, Literature, etc.	30	-	451	481
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	1,004	344	55	1,403
13. Family Living & Shopping	1,606	1,580	132	3,318
13a. Family Living	1,330	1,195	132	2,657
13b. Merchandising	276	385	-	661
14. Music Programmes	723	66,332	7,325	74,380
14a. Serious	-	1,027	2,403	3,430
14b. Light	-	3,742	1,581	5,323
14c. Popular and Dance	364	51,642	1,229	53,235
14d. Folk, Western, Old, etc.	339	8,878	1,780	10,997
14e. Readings of Prose & Poetry	20	1,043	332	1,395
15. Drama Programmes	-	2,622	1,911	4,533
15a. Serious	-	301	90	391
15b. Domestic	-	493	60	553
15c. Comedy	-	60	1,520	1,580
15d. Crime, Western, etc.	-	1,618	241	1,859
15e. Romantic	-	120	-	120
15f. Musical Comedy	-	-	-	-
15g. Other	-	30	-	30
16. Variety	260	819	1,009	2,088
17. Personalities	699	317	549	1,565
18. Quiz, Games and Contests	278	1,888	-	2,166
19. Sports Programmes	4,003	1,067	1,437	6,507
19a. Sports News & Interviews	2,911	923	540	4,374
19b. Sports Events	1,092	144	897	2,133
20. Children's Programmes	361	1,868	1,402	3,631
20a. Youth Educational Progs.	-	90	881	971
20b-f. Children's Drama	126	749	415	1,290
20b. Crime, Western, etc.	-	593	-	593
20c. Comedy	-	-	-	-
20d. Fairy Tales	126	156	415	697
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	115	568	90	773
20h. Quiz, Games & Contests	35	35	-	70
20i. Other Children's Progs.	85	426	16	527
21. Programme Promotion	28	204	-	232
TOTALS	26,374	83,550	18,094	128,018



Table III-6. Sound Radio Programme Time by Class of Programme and Origin  
 Within Canada: Total for the Week on English Stations - Private  
 (Unaffiliated), January 15-21, 1956. (in minutes)

Class of Programme	English Stations - Private (Unaffiliated)			Total
	Local Material		Network	
	Live	Recorded		
1. News and Weather	13,498	117	-	13,615
2. Nature and Science	-	10	-	10
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	204	330	45	579
5. Social & Human Relations	110	321	30	461
6. Misc. Information	55	380	-	435
7. Canadian Activities & Heritage	255	340	-	595
8. "Feedback" Programmes	-	-	-	-
9. Religion	1,691	3,559	16	5,266
10. Fine Arts, Literature, etc.	-	188	30	218
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	641	153	-	794
13. Family Living & Shopping	1,818	1,704	-	3,522
13a. Family Living	1,694	1,377	-	3,071
13b. Merchandising	124	327	-	451
14. Music Programmes	1,183	65,886	150	67,219
14a. Serious	65	513	90	668
14b. Light	90	4,110	60	4,260
14c. Popular and Dance	627	52,862	-	53,489
14d. Folk, Western, Old, etc.	401	8,156	-	8,557
14e. Readings of Prose & Poetry	-	245	-	245
15. Drama Programmes	-	3,583	610	4,193
15a. Serious	-	210	-	210
15b. Domestic	-	1,149	585	1,734
15c. Comedy	-	440	25	465
15d. Crime, Western, etc.	-	1,359	-	1,359
15e. Romantic	-	130	-	130
15f. Musical Comedy	-	120	-	120
15g. Other	-	175	-	175
16. Variety	45	2,176	-	2,221
17. Personalities	1,180	323	35	1,538
18. Quiz, Games and Contests	487	1,274	-	1,761
19. Sports Programmes	3,428	455	85	3,968
19a. Sports News & Interviews	2,506	396	-	2,902
19b. Sports Events	922	59	85	1,066
20. Children's Programmes	312	1,747	-	2,059
20a. Youth Educational Progs.	30	142	-	172
20b-f. Children's Drama	182	541	-	723
20b. Crime, Western, etc.	15	355	-	370
20c. Comedy	-	-	-	-
20d. Fairy Tales	167	186	-	353
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	100	574	-	674
20h. Quiz, Games & Contests	-	5	-	5
20i. Other Children's Progs.	-	485	-	485
21. Programme Promotion	80	-	-	80
TOTALS	24,987	82,546	1,001	108,534

Table III-7. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Total for the Week on English Stations - Private (Total) January 15-21, 1956. (in minutes)

Class of Programme	English Stations - Private (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	32,737	392	2,415	35,544
2. Nature and Science	-	35	29	64
3. Foreign Lands and Peoples	24	160	323	507
4. Political & Other Public Aff.	706	865	1,521	3,092
5. Social & Human Relations	206	831	2,034	3,071
6. Misc. Information	109	973	-	1,082
7. Canadian Activities & Heritage	653	1,202	555	2,410
8. "Feedback" Programmes	-	-	15	15
9. Religion	5,171	9,660	1,046	15,877
10. Fine Arts, Literature, etc.	40	233	1,081	1,354
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	1,964	785	575	3,324
13. Family Living & Shopping	4,544	3,964	534	9,042
13a. Family Living	4,029	3,137	534	7,700
13b. Merchandising	515	827	-	1,342
14. Music Programmes	2,171	156,665	11,737	170,573
14a. Serious	77	1,756	4,540	6,373
14b. Light	135	10,200	2,828	13,163
14c. Popular and Dance	1,124	123,326	1,506	125,956
14d. Folk, Western, Old, etc.	815	20,065	2,531	23,411
14e. Readings of Prose and Poetry	20	1,318	332	1,670
15. Drama Programmes	30	7,140	7,584	14,754
15a. Serious	-	511	1,320	1,831
15b. Domestic	-	1,940	4,118	6,058
15c. Comedy	-	664	1,815	2,479
15d. Crime, Western, etc.	-	3,450	331	3,781
15e. Romantic	-	250	-	250
15f. Musical Comedy	-	120	-	120
15g. Other	30	205	-	235
16. Variety	320	3,819	2,299	6,438
17. Personalities	2,272	715	629	3,616
18. Quiz, Games and Contests	951	3,881	-	4,832
19. Sports Programmes	9,045	1,723	2,368	13,136
19a. Sports News & Interviews	6,518	1,475	630	8,623
19b. Sports Events	2,527	248	1,738	4,513
20. Children's Programmes	1,033	4,438	2,573	8,044
20a. Youth Educational Progs.	60	292	2,022	2,374
20b-f. Children's Drama	383	1,514	445	2,342
20b. Crime, Western, etc.	15	1,082	-	1,097
20c. Comedy	-	-	-	-
20d. Fairy Tales	368	432	445	1,245
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	350	1,376	90	1,816
20h. Quiz, Games & Contests	35	71	-	106
20i. Other Children's Progs.	205	1,185	16	1,406
21. Programme Promotion	133	204	-	337
	62,109	197,685	37,318	297,112

Table III-8. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Total for the Week on French Stations - CBC (Total), January 15-21, 1956. (in minutes)

Class of Programme	French Stations - CBC (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	145	-	642	787
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	45	-	335	380
5. Social & Human Relations	-	25	355	380
6. Misc. Information	-	20	150	170
7. Canadian Activities & Heritage	30	-	180	210
8. "Feedback" Programmes	-	-	-	-
9. Religion	120	-	416	536
10. Fine Arts, Literature, etc.	-	-	510	510
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	4	-	375	379
13. Family Living & Shopping	35	20	370	425
13a. Family Living	35	20	370	425
13b. Merchandising	-	-	-	-
14. Music Programmes	15	1,079	5,354	6,448
14a. Serious	15	15	2,383	2,413
14b. Light	-	89	1,112	1,201
14c. Popular and Dance	-	926	1,769	2,695
14d. Folk, Western, Old, etc.	-	49	90	139
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	2,010	2,010
15a. Serious	-	-	240	240
15b. Domestic	-	-	1,530	1,530
15c. Comedy	-	-	150	150
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	60	60
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	30	30
16. Variety	-	-	300	300
17. Personalities	-	-	345	345
18. Quiz, Games and Contests	-	-	75	75
19. Sports Programmes	30	-	273	303
19a. Sports News & Interviews	30	-	95	125
19b. Sports Events	-	-	178	178
20. Children's Programmes	-	-	330	330
20a. Youth Educational Progs.	-	-	120	120
20b-f. Children's Drama	-	-	210	210
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	210	210
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	71	-	150	221
TOTALS	495	1,144	12,170	13,809

Table III-9. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Total for the Week on French Stations - Private (French Network), January 15-21, 1956 (in minutes)

Class of Programme	French Stations - Private (French Network)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	3,219	271	2,123	5,613
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	15	15	-	30
4. Political & Other Public Aff.	100	-	1,261	1,361
5. Social & Human Relations	30	685	970	1,685
6. Misc. Information	40	243	225	508
7. Canadian Activities & Heritage	158	386	520	1,064
8. "Feedback" Programmes	-	-	-	-
9. Religion	1,482	1,062	805	3,349
10. Fine Arts, Literature, etc.	30	-	1,846	1,876
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	153	238	1,775	2,166
13. Family Living & Shopping	842	812	685	2,339
13a. Family Living	742	730	685	2,157
13b. Merchandising	100	82	-	182
14. Music Programmes	170	24,877	7,261	32,308
14a. Serious	15	1,753	5,073	6,841
14b. Light	-	2,342	1,238	3,580
14c. Popular and Dance	70	18,719	725	19,514
14d. Folk, Western, Old, etc.	85	2,063	225	2,373
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	665	5,447	5,112
15a. Serious	-	-	780	780
15b. Domestic	-	635	4,187	4,822
15c. Comedy	-	-	300	300
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	30	180	210
16. Variety	-	180	630	810
17. Personalities	20	45	680	745
18. Quiz, Games and Contests	110	702	45	857
19. Sports Programmes	1,025	10	615	1,650
19a. Sports News & Interviews	860	10	105	975
19b. Sports Events	165	-	510	675
20. Children's Programmes	240	667	625	1,532
20a. Youth Educational Progs.	-	30	385	415
20b-f. Children's Drama	-	132	210	342
20b. Crime, Western, etc.	-	132	-	132
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	210	210
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	230	370	-	600
20h. Quiz, Games & Contests	10	95	-	105
20i. Other Children's Progs.	-	40	30	70
21. Programme Promotion	35	-	-	35
TOTALS	7,669	30,858	25,513	64,040



Table III-10. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Total for the Week on French Stations - Private (Unaffiliated), January 15-21, 1956 (in minutes)

Class of Programme	French Stations - Private (Unaffiliated)			Total
	Local Material		Network	
	Live	Recorded		
1. News and Weather	5,790	167	-	5,957
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	45	-	45
4. Political & Other Public Aff.	80	278	-	358
5. Social & Human Relations	96	300	-	396
6. Misc. Information	45	205	-	250
7. Canadian Activities & Heritage	30	685	-	715
8. "Feedback" Programmes	67	39	-	106
9. Religion	1,620	1,934	-	3,554
10. Fine Arts, Literature, etc.	-	106	-	106
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	210	526	-	736
13. Family Living & Shopping	1,385	838	-	2,223
13a. Family Living	1,084	570	-	1,654
13b. Merchandising	301	268	-	569
14. Music Programmes	430	39,897	-	40,327
14a. Serious	30	1,857	-	1,887
14b. Light	-	3,412	-	3,412
14c. Popular and Dance	355	32,209	-	32,564
14d. Folk, Western, Old, etc.	45	2,389	-	2,434
14e. Readings of Prose & Poetry	-	30	-	30
15. Drama Programmes	15	1,581	-	1,596
15a. Serious	-	30	-	30
15b. Domestic	15	1,521	-	1,536
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	30	-	30
16. Variety	25	335	-	360
17. Personalities	27	373	-	400
18. Quiz, Games and Contests	35	853	-	888
19. Sports Programmes	1,800	239	-	2,039
19a. Sports News & Interviews	1,455	149	-	1,604
19b. Sports Events	345	90	-	435
20. Children's Programmes	219	598	-	817
20a. Youth Educational Progs.	30	83	-	113
20b-f. Children's Drama	-	50	-	50
20b. Crime, Western, etc.	-	50	-	50
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	54	195	-	249
20h. Quiz, Games & Contests	50	60	-	110
20i. Other Children's Progs.	85	210	-	295
21. Programme Promotion	19	-	-	19
TOTALS	11,893	48,999	-	60,892

Table III-11. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Total for the Week on French Stations - Private (Total), January 15-21, 1956. (in minutes)

Class of Programme	French Stations - Private (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	9,009	438	2,123	11,570
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	15	60	-	75
4. Political & Other Public Aff.	180	278	1,261	1,719
5. Social & Human Relations	126	985	970	2,081
6. Misc. Information	85	448	225	758
7. Canadian Activities & Heritage	188	1,071	520	1,779
8. "Feedback" Programmes	67	39	-	106
9. Religion	3,102	2,996	805	6,903
10. Fine Arts, Literature, etc.	30	106	1,846	1,982
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	363	764	1,775	2,902
13. Family Living & Shopping	2,227	1,650	685	4,562
13a. Family Living	1,826	1,300	685	3,811
13b. Merchandising	401	350	-	751
14. Music Programmes	600	64,774	7,261	72,635
14a. Serious	45	3,610	5,073	8,728
14b. Light	-	5,754	1,238	6,992
14c. Popular and Dance	425	50,928	725	52,078
14d. Folk, Western, Old, etc.	130	4,452	225	4,807
14e. Readings of Prose & Poetry	-	30	-	30
15. Drama Programmes	15	2,246	5,447	7,708
15a. Serious	-	30	780	810
15b. Domestic	15	2,156	4,187	6,358
15c. Comedy	-	-	300	300
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	60	180	240
16. Variety	25	515	630	1,170
17. Personalities	47	418	680	1,145
18. Quiz, Games and Contests	145	1,555	45	1,745
19. Sports Programmes	2,825	249	615	3,689
19a. Sports News & Interviews	2,315	159	105	2,579
19b. Sports Events	510	90	510	1,110
20. Children's Programmes	459	1,265	625	2,349
20a. Youth Educational Progs.	30	113	385	528
20b-f. Children's Drama	-	182	210	392
20b. Crime, Western, etc.	-	182	-	182
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	210	210
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	284	565	-	849
20h. Quiz, Games & Contests	60	155	-	215
20i. Other Children's Progs.	85	250	30	365
21. Programme Promotion	54	-	-	54
TOTALS	19,562	79,857	25,513	124,932

Table III-12. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Total for the Week on English Stations - CBC (Trans-Canada and Dominion), January 15-21, 1956. (in percent)

Class of Programme	English Stations - CBC							
	Trans-Canada				Dominion			
	Local Material		Net-work	Total	Local Material		Net-work	Total
Live	Re-corded	Live			Re-corded			
1. News & Weather	6.6	0.2	93.2	100.0	84.5	-	15.4	100.0
2. Nature & Science	29.3	-	70.7	100.0	-	100.0	-	100.0
3. Foreign Lands	3.7	-	96.3	100.0	50.0	-	50.0	100.0
4. Pol. & Pub. Aff.	-	-	100.0	100.0	43.7	18.8	37.5	100.0
5. Soc. & Human Rel.	-	-	100.0	100.0	-	-	100.0	100.0
6. Misc. Information	-	-	100.0	100.0	-	-	-	-
7. Canadian Activ.	11.1	-	88.9	100.0	100.0	-	-	100.0
8. "Feedback" Progs.	-	-	100.0	100.0	-	-	-	-
9. Religion	-	-	100.0	100.0	38.2	42.7	19.1	100.0
10. Fine Arts, etc.	0.7	-	99.3	100.0	33.3	-	66.7	100.0
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	5.5	1.4	93.1	100.0	-	100.0	-	100.0
13. Fam. Living, etc.	-	0.8	99.2	100.0	49.5	50.5	-	100.0
13a. Family Living	-	0.8	99.2	100.0	49.5	50.5	-	100.0
13b. Merchandising	-	-	-	-	-	-	-	-
14. Music Programmes	-	14.4	85.6	100.0	0.6	81.5	17.9	100.0
14a. Serious	-	7.6	92.4	100.0	-	74.2	25.8	100.0
14b. Light	-	15.6	84.4	100.0	-	35.5	64.5	100.0
14c. Popular	-	35.9	64.1	100.0	0.8	91.6	7.6	100.0
14d. Folk, etc.	-	-	100.0	100.0	-	48.5	51.5	100.0
14e. Prose & Poetry	-	-	-	-	-	-	100.0	100.0
15. Drama Programmes	-	-	100.0	100.0	-	18.2	81.8	100.0
15a. Serious	-	-	100.0	100.0	-	-	100.0	100.0
15b. Domestic	-	-	100.0	100.0	-	-	-	-
15c. Comedy	-	-	100.0	100.0	-	-	100.0	100.0
15d. Crime, etc.	-	-	100.0	100.0	-	50.0	50.0	100.0
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-	-	-
16. Variety	-	-	100.0	100.0	-	-	100.0	100.0
17. Personalities	5.3	-	94.7	100.0	-	-	100.0	100.0
18. Quiz, Games, etc.	-	-	-	-	-	-	-	-
19. Sports Progs.	1.2	-	98.8	100.0	44.6	15.3	40.1	100.0
19a. News	2.2	-	97.8	100.0	57.9	19.8	22.3	100.0
19b. Events	-	-	100.0	100.0	-	-	100.0	100.0
20. Children's Progs.	1.6	1.6	96.8	100.0	-	68.1	31.9	100.0
20a. Youth Educ.	-	2.0	98.0	100.0	-	-	-	-
20b-f. Drama	-	-	100.0	100.0	-	-	100.0	100.0
20b. Crime, etc.	-	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	100.0	100.0	-	-	100.0	100.0
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	66.7	33.3	100.0
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	16.7	-	83.3	100.0	-	87.0	13.0	100.0
21. Prog. Promo.	21.4	-	78.6	100.0	-	-	-	-
TOTALS	1.7	4.1	94.2	100.0	10.5	64.7	24.8	100.0

Table III-13. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Total for the Week on English Stations - CBC (Total), January 15-21, 1956. (in percent)

Class of Programme	English Stations - CBC (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	18.1	0.2	81.7	100.0
2. Nature and Science	20.3	30.5	49.2	100.0
3. Foreign Lands and Peoples	8.3	-	91.7	100.0
4. Political & Other Public Aff.	4.0	1.7	94.3	100.0
5. Social & Human Relations	-	-	100.0	100.0
6. Misc. Information	-	-	100.0	100.0
7. Canadian Activities & Heritage	13.2	-	86.8	100.0
8. "Feedback" Programmes	-	-	100.0	100.0
9. Religion	4.2	4.7	91.1	100.0
10. Fine Arts, Literature, etc.	3.6	-	96.4	100.0
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	5.5	2.7	91.8	100.0
13. Family Living & Shopping	6.2	7.0	86.8	100.0
13a. Family Living	6.2	7.0	86.8	100.0
13b. Merchandising	-	-	-	-
14. Music Programmes	0.2	35.5	64.3	100.0
14a. Serious	-	18.0	82.0	100.0
14b. Light	-	16.7	83.3	100.0
14c. Popular and Dance	0.5	69.6	29.9	100.0
14d. Folk, Western, Old, etc.	-	11.3	88.7	100.0
14e. Readings of Prose & Poetry	-	-	100.0	100.0
15. Drama Programmes	-	1.0	99.0	100.0
15a. Serious	-	-	100.0	100.0
15b. Domestic	-	-	100.0	100.0
15c. Comedy	-	-	100.0	100.0
15d. Crime, Western, etc.	-	16.7	83.3	100.0
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	100.0	100.0
17. Personalities	2.9	-	97.1	100.0
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	11.6	3.7	84.7	100.0
19a. Sports News & Interviews	19.6	6.2	74.2	100.0
19b. Sports Events	-	-	100.0	100.0
20. Children's Programmes	1.4	9.1	89.5	100.0
20a. Youth Educational Progs.	-	2.0	98.0	100.0
20b-f. Children's Drama	-	-	100.0	100.0
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	100.0	100.0
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	66.7	33.3	100.0
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	10.2	33.9	55.9	100.0
21. Programme Promotion	<u>21.4</u>	<u>-</u>	<u>78.6</u>	<u>100.0</u>
TOTALS	3.5	18.0	78.5	100.0



Table III-14. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Total for the Week on English Stations - Private (Trans-Canada and Dominion), January 15-21, 1956. (in percent)

Class of Programme	English Stations - Private							
	Trans-Canada				Dominion			
	Local Material		Re-corded	Net-work	Total	Local Material		Net-work
Live		Live						
1. News & Weather	76.0	1.5	22.5	100.0	93.0	1.1	5.9	100.0
2. Nature & Science	-	-	100.0	100.0	-	100.0	-	100.0
3. Foreign Lands	15.1	66.0	18.9	100.0	-	15.8	84.2	100.0
4. Pol. & Pub. Aff.	1.8	16.0	82.2	100.0	28.8	23.8	47.4	100.0
5. Soc. & Human Rel.	2.4	16.2	81.4	100.0	4.6	21.8	73.6	100.0
6. Misc. Information	-	100.0	-	100.0	14.0	86.0	-	100.0
7. Canadian Activ.	11.3	45.6	43.1	100.0	28.6	48.7	22.7	100.0
8. "Feedback" Progs.	-	-	100.0	100.0	-	-	-	-
9. Religion	34.9	46.5	18.6	100.0	31.9	62.2	5.9	100.0
10. Fine Arts, etc.	1.5	6.9	91.6	100.0	6.2	-	93.8	100.0
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	28.3	25.6	46.1	100.0	71.6	24.5	3.9	100.0
13. Fam. Living, etc.	50.8	30.9	18.3	100.0	48.4	47.6	4.0	100.0
13a. Family Living	51.0	28.6	20.4	100.0	50.1	44.9	5.0	100.0
13b. Merchandising	50.0	50.0	-	100.0	41.8	58.2	-	100.0
14. Music Programmes	0.9	84.4	14.7	100.0	1.0	89.2	9.8	100.0
14a. Serious	0.5	9.5	90.0	100.0	-	29.9	70.1	100.0
14b. Light	1.3	65.6	33.1	100.0	-	70.3	29.7	100.0
14c. Popular	0.7	97.9	1.4	100.0	0.7	97.0	2.3	100.0
14d. Folk, etc.	1.9	78.6	19.5	100.0	3.1	89.7	16.2	100.0
14e. Prose & Poetry	-	100.0	-	100.0	1.4	74.8	23.8	100.0
15. Drama Programmes	0.5	15.5	84.0	100.0	-	57.8	42.2	100.0
15a. Serious	-	-	100.0	100.0	-	77.0	23.0	100.0
15b. Domestic	-	7.9	92.1	100.0	-	89.2	10.8	100.0
15c. Comedy	-	37.8	62.2	100.0	-	3.8	96.2	100.0
15d. Crime, etc.	-	84.0	16.0	100.0	-	87.0	13.0	100.0
15e. Romantic	-	-	-	-	-	100.0	-	100.0
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	100.0	-	-	100.0	-	100.0	-	100.0
16. Variety	0.7	38.7	60.6	100.0	12.5	39.2	48.3	100.0
17. Personalities	76.6	14.6	8.8	100.0	44.7	20.2	35.1	100.0
18. Quiz, Games, etc.	20.6	79.4	-	100.0	12.8	87.2	-	100.0
19. Sports Progs.	60.7	7.5	31.8	100.0	61.5	16.4	22.1	100.0
19a. News	81.7	11.6	6.7	100.0	66.5	21.1	12.4	100.0
19b. Events	39.1	3.4	57.5	100.0	51.2	6.7	42.1	100.0
20. Children's Progs.	15.3	35.0	49.7	100.0	9.9	51.5	38.6	100.0
20a. Youth Educ.	2.4	4.9	92.7	100.0	-	9.3	90.7	100.0
20b-f. Drama	22.8	68.0	9.1	100.0	9.8	58.1	32.1	100.0
20b. Crime, etc.	-	100.0	-	100.0	-	100.0	-	100.0
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	38.5	46.1	15.4	100.0	18.1	22.4	59.5	100.0
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	36.6	63.4	-	100.0	14.9	73.5	11.6	100.0
20h. Quiz, etc.	-	100.0	-	100.0	50.0	50.0	-	100.0
20i. Other	30.5	69.5	-	100.0	16.1	80.8	3.1	100.0
21. Prog. Promo.	100.0	-	-	100.0	12.1	87.9	-	100.0
TOTALS	17.7	52.2	30.1	100.0	20.6	65.3	14.1	100.0

Table III-15. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Total for the Week on English Stations - Private (Unaffiliated), January 15-21, 1956. (in percent)

Class of Programme	English Stations - Private (Unaffiliated)			Total
	Local Material		Network	
	Live	Recorded		
1. News and Weather	99.1	0.9	-	100.0
2. Nature and Science	-	100.0	-	100.0
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	35.2	57.0	7.8	100.0
5. Social & Human Relations	23.9	69.6	6.5	100.0
6. Misc. Information	12.6	87.4	-	100.0
7. Canadian Activities & Heritage	42.9	57.1	-	100.0
8. "Feedback" Programmes	-	-	-	-
9. Religion	32.1	67.6	0.3	100.0
10. Fine Arts, Literature, etc.	-	86.2	13.8	100.0
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	80.7	19.3	-	100.0
13. Family Living & Shopping	51.6	48.4	-	100.0
13a. Family Living	55.2	44.8	-	100.0
13b. Merchandising	27.5	72.5	-	100.0
14. Music Programmes	1.8	98.0	0.2	100.0
14a. Serious	9.7	76.8	13.5	100.0
14b. Light	2.1	96.5	1.4	100.0
14c. Popular and Dance	1.2	98.8	-	100.0
14d. Folk, Western, Old, etc.	4.7	95.3	-	100.0
14e. Readings of Prose & Poetry	-	100.0	-	100.0
15. Drama Programmes	-	85.5	14.5	100.0
15a. Serious	-	100.0	-	100.0
15b. Domestic	-	66.3	33.7	100.0
15c. Comedy	-	94.6	5.4	100.0
15d. Crime, Western, etc.	-	100.0	-	100.0
15e. Romantic	-	100.0	-	100.0
15f. Musical Comedy	-	100.0	-	100.0
15g. Other	-	100.0	-	100.0
16. Variety	2.0	98.0	-	100.0
17. Personalities	76.7	21.0	2.3	100.0
18. Quiz, Games and Contests	27.7	72.3	-	100.0
19. Sports Programmes	86.4	11.5	2.1	100.0
19a. Sports News & Interviews	86.4	13.6	-	100.0
19b. Sports Events	86.5	5.5	8.0	100.0
20. Children's Programmes	15.2	84.8	-	100.0
20a. Youth Educational Progs.	17.4	82.6	-	100.0
20b-f. Children's Drama	25.2	74.8	-	100.0
20b. Crime, Western, etc.	4.1	95.9	-	100.0
20c. Comedy	-	-	-	-
20d. Fairy Tales	47.3	52.7	-	100.0
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	14.8	85.2	-	100.0
20h. Quiz, Games & Contests	-	100.0	-	100.0
20i. Other Children's Progs.	-	100.0	-	100.0
21. Programme Promotion	100.0	-	-	100.0
TOTALS	23.0	76.1	0.9	100.0

Table III-16. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Total for the Week on English Stations - Private (Total), January 15-21, 1956.  
(in percent)

Class of Programme	English Stations - Private (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	92.1	1.1	6.8	100.0
2. Nature and Science	-	54.7	45.3	100.0
3. Foreign Lands and Peoples	4.7	31.6	63.7	100.0
4. Political & Other Public Aff.	22.8	28.0	49.2	100.0
5. Social & Human Relations	6.7	27.1	66.2	100.0
6. Misc. Information	10.1	89.9	-	100.0
7. Canadian Activities & Heritage	27.1	49.9	23.0	100.0
8. "Feedback" Programmes	-	-	100.0	100.0
9. Religion	32.6	60.8	6.6	100.0
10. Fine Arts, Literature, etc.	3.0	17.2	79.8	100.0
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	59.1	23.6	17.3	100.0
13. Family Living & Shopping	50.3	43.8	5.9	100.0
13a. Family Living	52.3	40.8	6.9	100.0
13b. Merchandising	38.4	61.6	-	100.0
14. Music Programmes	1.3	91.8	6.9	100.0
14a. Serious	1.2	27.6	71.2	100.0
14b. Light	1.0	77.5	21.5	100.0
14c. Popular and Dance	0.9	97.9	1.2	100.0
14d. Folk, Western, Old, etc.	3.5	85.7	10.8	100.0
14e. Readings of Prose & Poetry	1.2	78.9	19.9	100.0
15. Drama Programmes	0.2	48.4	51.4	100.0
15a. Serious	-	27.9	72.1	100.0
15b. Domestic	-	32.0	68.0	100.0
15c. Comedy	-	26.8	73.2	100.0
15d. Crime, Western, etc.	-	91.2	8.8	100.0
15e. Romantic	-	100.0	-	100.0
15f. Musical Comedy	-	100.0	-	100.0
15g. Other	12.8	87.2	-	100.0
16. Variety	5.0	59.3	35.7	100.0
17. Personalities	62.8	19.8	17.4	100.0
18. Quiz, Games and Contests	19.7	80.3	-	100.0
19. Sports Programmes	68.9	13.1	18.0	100.0
19a. Sports News & Interviews	75.6	17.1	7.3	100.0
19b. Sports Events	56.0	5.5	38.5	100.0
20. Children's Programmes	12.8	55.2	32.0	100.0
20a. Youth Educational Progs.	2.5	12.3	85.2	100.0
20b-f. Children's Drama	16.3	64.7	19.0	100.0
20b. Crime, Western, etc.	1.4	98.6	-	100.0
20c. Comedy	-	-	-	-
20d. Fairy Tales	29.6	34.7	35.7	100.0
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	19.3	75.8	4.9	100.0
20h. Quiz, Games & Contests	33.0	67.0	-	100.0
20i. Other Children's Progs.	14.6	84.3	1.1	100.0
21. Programme Promotion	<u>39.5</u>	<u>60.5</u>	<u>-</u>	<u>100.0</u>
TOTALS	20.9	66.5	12.6	100.0



Table III-17. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Total for the Week on French Stations - CBC (Total), January 15-21, 1956. (in percent)

Class of Programme	French Stations - CBC (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	18.4	-	81.6	100.0
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	11.8	-	88.2	100.0
5. Social & Human Relations	-	6.6	93.4	100.0
6. Misc. Information	-	11.8	88.2	100.0
7. Canadian Activities & Heritage	14.3	-	85.7	100.0
8. "Feedback" Programmes	-	-	-	-
9. Religion	22.4	-	77.6	100.0
10. Fine Arts, Literature, etc.	-	-	100.0	100.0
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	1.1	-	98.9	100.0
13. Family Living & Shopping	8.2	4.7	87.1	100.0
13a. Family Living	8.2	4.7	87.1	100.0
13b. Merchandising	-	-	-	-
14. Music Programmes	0.2	16.7	83.1	100.0
14a. Serious	0.6	0.6	98.8	100.0
14b. Light	-	7.4	92.6	100.0
14c. Popular and Dance	-	34.4	65.6	100.0
14d. Folk, Western, Old, etc.	-	35.3	64.7	100.0
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	100.0	100.0
15a. Serious	-	-	100.0	100.0
15b. Domestic	-	-	100.0	100.0
15c. Comedy	-	-	100.0	100.0
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	100.0	100.0
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	100.0	100.0
16. Variety	-	-	100.0	100.0
17. Personalities	-	-	100.0	100.0
18. Quiz, Games and Contests	-	-	100.0	100.0
19. Sports Programmes	9.9	-	90.1	100.0
19a. Sports News & Interviews	24.0	-	76.0	100.0
19b. Sports Events	-	-	100.0	100.0
20. Children's Programmes	-	-	100.0	100.0
20a. Youth Educational Progs.	-	-	100.0	100.0
20b-f. Children's Drama	-	-	100.0	100.0
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	100.0	100.0
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	32.1	-	67.9	100.0
TOTALS	3.6	8.3	88.1	100.0



Table III-18. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Total for the Week on French Stations - Private (French Network and Unaffiliated), January 15-21, 1956 (in percent)

Class of Programme	French Stations - Private								
	French Network				Unaffiliated				
	Local Material		Re-corded	Net-work	Total	Local Material		Re-corded	Net-work
Live		Live							
1. News & Weather	57.4	4.8	37.8	100.0	97.2	2.8	-	-	100.0
2. Nature & Science	-	-	-	-	-	-	-	-	-
3. Foreign Lands	50.0	50.0	-	100.0	-	100.0	-	-	100.0
4. Pol. & Pub. Aff.	7.3	-	92.7	100.0	22.3	77.7	-	-	100.0
5. Soc. & Human Rel.	1.8	40.6	57.6	100.0	24.2	75.8	-	-	100.0
6. Misc. Information	7.9	47.8	44.3	100.0	18.0	82.0	-	-	100.0
7. Canadian Activ.	14.8	36.3	48.9	100.0	4.2	95.8	-	-	100.0
8. "Feedback" Progs.	-	-	-	-	63.2	36.8	-	-	100.0
9. Religion	44.3	31.7	24.0	100.0	45.6	54.4	-	-	100.0
10. Fine Arts, etc.	1.6	-	98.4	100.0	-	100.0	-	-	100.0
11. Dance	-	-	-	-	-	-	-	-	-
12. Agriculture, etc.	7.0	11.0	82.0	100.0	28.5	71.5	-	-	100.0
13. Fam. Living, etc.	36.0	34.7	29.3	100.0	62.3	37.7	-	-	100.0
13a. Family Living	34.4	33.8	31.8	100.0	65.5	34.5	-	-	100.0
13b. Merchandising	54.9	45.1	-	100.0	52.9	47.1	-	-	100.0
14. Music Programmes	0.5	77.0	22.5	100.0	1.1	98.9	-	-	100.0
14a. Serious	0.2	25.6	74.2	100.0	1.6	98.4	-	-	100.0
14b. Light	-	65.4	34.6	100.0	-	100.0	-	-	100.0
14c. Popular	0.4	95.9	3.7	100.0	1.1	98.9	-	-	100.0
14d. Folk, etc.	3.6	86.9	9.5	100.0	1.8	98.2	-	-	100.0
14e. Prose & Poetry	-	-	-	-	-	100.0	-	-	100.0
15. Drama Programmes	-	10.9	89.1	100.0	0.9	99.1	-	-	100.0
15a. Serious	-	-	100.0	100.0	-	100.0	-	-	100.0
15b. Domestic	-	13.2	86.8	100.0	1.0	99.0	-	-	100.0
15c. Comedy	-	-	100.0	100.0	-	-	-	-	-
15d. Crime, etc.	-	-	-	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-	-
15g. Other	-	14.3	85.7	100.0	-	100.0	-	-	100.0
16. Variety	-	22.2	77.8	100.0	6.9	93.1	-	-	100.0
17. Personalities	2.7	6.0	91.3	100.0	6.8	93.2	-	-	100.0
18. Quiz, Games, etc.	12.8	81.9	5.3	100.0	3.9	96.1	-	-	100.0
19. Sports Progs.	62.1	0.6	37.3	100.0	88.3	11.7	-	-	100.0
19a. News	88.2	1.0	10.8	100.0	90.7	9.3	-	-	100.0
19b. Events	24.4	-	75.6	100.0	79.3	20.7	-	-	100.0
20. Children's Progs.	15.7	43.5	40.8	100.0	26.8	73.2	-	-	100.0
20a. Youth Educ.	-	7.2	92.8	100.0	26.5	73.5	-	-	100.0
20b-f. Drama	-	38.6	61.4	100.0	-	100.0	-	-	100.0
20b. Crime, etc.	-	100.0	-	100.0	-	100.0	-	-	100.0
20c. Comedy	-	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	100.0	100.0	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-	-
20g. Variety	38.3	61.7	-	100.0	21.7	78.3	-	-	100.0
20h. Quiz, etc.	9.5	90.5	-	100.0	45.5	54.5	-	-	100.0
20i. Other	-	57.1	42.9	100.0	28.8	71.2	-	-	100.0
21. Prog. Promo.	100.0	-	-	100.0	100.0	-	-	-	100.0
TOTALS	12.0	48.2	39.8	100.0	19.5	80.5	-	-	100.0

Table III-19. Sound Radio Programme Time by Class of Programme and Origin  
 Within Canada: Total for the Week on French Stations - Private (Total)  
 January 15-21, 1956. (in percent)

Class of Programme	French Stations - Private (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	77.9	3.8	18.3	100.0
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	20.0	80.0	-	100.0
4. Political & Other Public Aff.	10.5	16.2	73.3	100.0
5. Social & Human Relations	6.1	47.3	46.6	100.0
6. Misc. Information	11.2	59.1	29.7	100.0
7. Canadian Activities & Heritage	10.6	60.2	29.2	100.0
8. "Feedback" Programmes	63.2	36.8	-	100.0
9. Religion	44.9	43.4	11.7	100.0
10. Fine Arts, Literature, etc.	1.5	5.4	93.1	100.0
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	12.5	26.3	61.2	100.0
13. Family Living & Shopping	48.8	36.2	15.0	100.0
13a. Family Living	47.9	34.1	18.0	100.0
13b. Merchandising	53.4	46.6	-	100.0
14. Music Programmes	0.8	89.2	10.0	100.0
14a. Serious	0.5	41.4	58.1	100.0
14b. Light	-	82.3	17.7	100.0
14c. Popular and Dance	0.8	97.8	1.4	100.0
14d. Folk, Western, Old, etc.	2.7	92.6	4.7	100.0
14e. Readings of Prose & Poetry	-	100.0	-	100.0
15. Drama Programmes	0.2	29.1	70.7	100.0
15a. Serious	-	3.7	96.3	100.0
15b. Domestic	0.2	33.9	65.9	100.0
15c. Comedy	-	-	100.0	100.0
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	25.0	75.0	100.0
16. Variety	2.1	44.0	53.9	100.0
17. Personalities	4.1	36.5	59.4	100.0
18. Quiz, Games and Contests	8.3	89.1	2.6	100.0
19. Sports Programmes	76.6	6.7	16.7	100.0
19a. Sports News & Interviews	89.8	6.2	4.0	100.0
19b. Sports Events	46.0	8.1	45.9	100.0
20. Children's Programmes	19.5	53.9	26.6	100.0
20a. Youth Educational Progs.	5.7	21.4	72.9	100.0
20b-f. Children's Drama	-	46.4	53.6	100.0
20b. Crime, Western, etc.	-	100.0	-	100.0
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	100.0	100.0
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	33.5	66.5	-	100.0
20h. Quiz, Games & Contests	27.9	72.1	-	100.0
20i. Other Children's Progs.	23.3	68.5	8.2	100.0
21. Programme Promotion	100.0	-	-	100.0
TOTALS	15.7	63.9	20.4	100.0

Table III-20. Sound Radio Programme Time: Total for the Week in  
Local Material Which Was Live, by Percentage in  
Class of Programme by Class of Station (English)  
January 15-21, 1956

Class of Programme	Local Material - LIVE						
	English Stations - CBC			English Stations - Private			
	Trans- Canada	Dominion	Total	Trans- Canada	Dominion	Unaffil- iated	Total
1. News & Weather	37.9	51.4	46.3	48.1	53.3	54.0	52.7
2. Nature & Science	2.5	-	0.9	-	-	-	-
3. Foreign Lands	2.1	1.9	2.0	0.2	-	-	0.1
4. Pol. & Pub. Aff.	-	4.5	2.8	0.1	1.8	0.8	1.1
5. Soc. & Human Rel.	-	-	-	0.2	0.3	0.4	0.3
6. Misc. Information	-	-	-	-	0.2	0.2	0.2
7. Canadian Activ.	29.3	3.9	13.6	0.7	1.2	1.0	1.1
8. "Feedback" Progs.	-	-	-	-	-	-	-
9. Religion	-	7.7	4.8	10.2	9.0	6.8	8.3
10. Fine Arts, etc.	2.1	5.8	4.4	0.1	0.1	-	0.1
11. Dance	-	-	-	-	-	-	-
12. Agriculture, etc.	12.6	-	4.8	3.1	3.8	2.6	3.2
13. Fam. Living, etc.	-	5.8	3.6	10.4	6.1	7.3	7.3
13a. Family Living	-	5.8	3.6	9.4	5.0	6.8	6.5
13b. Merchandising	-	-	-	1.0	1.1	0.5	0.8
14. Music Programmes	-	3.9	2.4	2.6	2.8	4.8	3.4
14a. Serious	-	-	-	0.1	-	0.3	0.1
14b. Light	-	-	-	0.4	-	0.4	0.2
14c. Popular	-	3.9	2.4	1.4	1.4	2.5	1.8
14d. Folk, etc.	-	-	-	0.1	1.3	1.6	1.3
14e. Prose & Poetry	-	-	-	-	0.1	-	#
15. Drama Programmes	-	-	-	0.3	-	-	0.1
15a. Serious	-	-	-	-	-	-	-
15b. Domestic	-	-	-	-	-	-	-
15c. Comedy	-	-	-	-	-	-	-
15d. Crime, etc.	-	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-
15g. Other	-	-	-	0.3	-	-	0.1
16. Variety	-	-	-	0.1	1.0	0.2	0.5
17. Personalities	2.1	-	0.8	3.7	2.6	4.7	3.7
18. Quiz, Games, etc.	-	-	-	1.7	1.1	1.9	1.5
19. Sports Progs.	2.1	15.1	10.1	15.0	15.2	13.7	14.5
19a. News	2.1	15.1	10.1	10.2	11.0	10.0	10.5
19b. Events	-	-	-	4.8	4.2	3.7	4.0
20. Children's Prog.	6.3	-	2.4	3.3	1.4	1.3	1.7
20a. Youth Educ.	-	-	-	0.3	-	0.1	0.1
20b-f. Drama	-	-	-	0.7	0.5	0.8	0.6
20b. Crime, etc.	-	-	-	-	-	0.1	#
20c. Comedy	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	0.7	0.5	0.7	0.6
20e. Serious	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-
20g. Variety	-	-	-	1.2	0.5	0.4	0.6
20h. Quiz, etc.	-	-	-	-	0.1	-	0.1
20i. Other	6.3	-	2.4	1.1	0.3	-	0.3
21. Prog. Promo.	3.0	-	1.1	0.2	0.1	0.3	0.2
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0	100.0

# Less than .05 percent

Table III-21. Sound Radio Programme Time: Total for the Week in  
Local Material Which Was Recorded, by Percentage  
in Class of Programme by Class of Station (English)  
January 15-21, 1956

Class of Programme	Local Material - RECORDED						
	English Stations - CBC			English Stations - Private			
	Trans- Canada	Dominion	Total	Trans- Canada	Dominion	Unaffil- iated	Total
1. News & Weather	0.3	-	0.1	0.4	0.2	0.2	0.2
2. Nature & Science	-	0.4	0.3	-	#	#	#
3. Foreign Lands	-	-	-	0.4	0.1	-	0.1
4. Pol. & Pub. Aff.	-	0.3	0.2	0.4	0.5	0.4	0.4
5. Soc. & Human Rel.	-	-	-	0.5	0.4	0.4	0.4
6. Misc. Information	-	-	-	0.8	0.4	0.5	0.5
7. Canadian Activ.	-	-	-	1.0	0.7	0.4	0.6
8. "Feedback" Progs.	-	-	-	-	-	-	-
9. Religion	-	1.4	1.0	4.6	5.6	4.3	5.0
10. Fine Arts, etc.	-	-	-	0.1	-	0.2	0.1
11. Dance	-	-	-	-	-	-	-
12. Agriculture, etc.	0.9	0.3	0.5	0.9	0.4	0.2	0.4
13. Fam. Living, etc.	0.3	1.0	0.8	2.2	1.9	2.1	2.0
13a. Family Living	0.3	1.0	0.8	1.8	1.4	1.7	1.6
13b. Merchandising	-	-	-	0.4	0.5	0.4	0.4
14. Music Programmes	96.8	91.8	93.1	77.4	79.4	79.8	79.2
14a. Serious	20.2	13.6	15.3	0.7	1.2	0.6	0.9
14b. Light	26.8	1.4	8.2	7.4	4.5	5.0	5.2
14c. Popular	49.8	71.8	65.9	59.6	61.8	64.0	62.4
14d. Folk, etc.	-	5.0	3.7	9.6	10.6	9.9	10.1
14e. Prose & Poetry	-	-	-	0.1	1.3	0.3	0.6
15. Drama Programmes	-	0.6	0.5	3.0	3.1	4.3	3.6
15a. Serious	-	-	-	-	0.4	0.3	0.3
15b. Domestic	-	-	-	1.0	0.6	1.4	1.0
15c. Comedy	-	-	-	0.5	0.1	0.5	0.3
15d. Crime, etc.	-	0.6	0.5	1.5	1.9	1.6	1.7
15e. Romantic	-	-	-	-	0.1	0.2	0.1
15f. Musical Com.	-	-	-	-	-	0.1	0.1
15g. Other	-	-	-	-	#	0.2	0.1
16. Variety	-	-	-	2.6	1.0	2.6	1.9
17. Personalities	-	-	-	0.2	0.3	0.4	0.4
18. Quiz, Games, etc.	-	-	-	2.3	2.3	1.5	2.0
19. Sports Progs.	-	0.8	0.6	0.6	1.3	0.6	0.9
19a. News	-	0.8	0.6	0.5	1.1	0.5	0.8
19b. Events	-	-	-	0.1	0.2	0.1	0.1
20. Children's Prog.	1.7	3.4	2.9	2.6	2.2	2.1	2.2
20a. Youth Educ.	1.7	-	0.5	0.2	0.1	0.2	0.1
20b-f. Drama	-	-	-	0.7	0.9	0.6	0.8
20b. Crime, etc.	-	-	-	0.4	0.7	0.4	0.6
20c. Comedy	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	0.3	0.2	0.2	0.2
20e. Serious	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-
20g. Variety	-	1.3	0.9	0.7	0.7	0.7	0.7
20h. Quiz, etc.	-	-	-	0.1	#	#	#
20i. Other	-	2.1	1.5	0.9	0.5	0.6	0.6
21. Prog. Promo.	-	-	-	-	0.2	-	0.1
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0	100.0

# Less than .05 percent



Table III-22. Sound Radio Programme Time Total for the Week in Network Material, by Percentage in Class of Programme by Class of Station (English), January 15-21, 1956

Class of Programme	Network Material						
	English Stations - CBC			English Stations - Private			
	Trans-Canada	Dominion	Total	Trans-Canada	Dominion	Unaffiliated	Total
1. News & Weather	9.6	4.0	9.3	8.4	4.9	-	6.5
2. Nature & Science	0.1	-	0.1	0.2	-	-	0.1
3. Foreign Lands	1.0	0.8	1.0	0.2	1.6	-	0.9
4. Pol. & Pub. Aff.	3.0	1.7	2.9	3.7	4.4	4.5	4.1
5. Soc. & Human Rel.	2.4	4.1	2.5	4.7	6.3	3.0	5.4
6. Misc. Information	0.2	-	0.2	-	-	-	-
7. Canadian Activ.	4.2	-	3.9	1.6	1.4	-	1.5
8. "Feedback" Progs.	0.2	-	0.2	0.1	-	-	#
9. Religion	4.8	1.7	4.6	3.2	2.5	1.6	2.8
10. Fine Arts, etc.	5.2	4.9	5.2	3.3	2.5	3.0	2.9
11. Dance	-	-	-	-	-	-	-
12. Agriculture, etc.	3.8	-	3.6	2.8	0.3	-	1.5
13. Fam. Living, etc.	2.4	-	2.2	2.2	0.7	-	1.4
13a. Family Living	2.4	-	2.2	2.2	0.7	-	1.4
13b. Merchandising	-	-	-	-	-	-	-
14. Music Programmes	37.8	52.5	38.8	23.4	40.5	15.0	31.5
14a. Serious	16.3	12.3	16.0	11.2	13.3	9.0	12.2
14b. Light	9.6	6.6	9.4	6.6	8.8	6.0	7.6
14c. Popular	5.8	15.6	6.5	1.5	6.8	-	4.0
14d. Folk, etc.	6.1	13.9	6.6	4.1	9.8	-	6.8
14e. Prose & Poetry	-	4.1	0.3	-	1.8	-	0.9
15. Drama Programmes	11.3	7.4	10.9	27.8	10.6	60.9	20.4
15a. Serious	3.3	1.6	3.2	6.7	0.5	-	3.5
15b. Domestic	5.9	-	5.5	19.1	0.3	58.4	11.0
15c. Comedy	1.6	4.1	1.7	1.5	8.4	2.5	4.9
15d. Crime, etc.	0.5	1.7	0.5	0.5	1.4	-	0.9
15e. Romantic	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-	-
16. Variety	3.2	4.9	3.3	7.1	5.6	-	6.2
17. Personalities	0.7	8.2	1.2	0.2	3.0	3.5	1.7
18. Quiz, Games, etc.	-	-	-	-	-	-	-
19. Sports Progs.	3.1	5.7	3.3	4.6	7.9	8.5	6.3
19a. News	1.6	2.5	1.7	0.5	3.0	-	1.7
19b. Events	1.5	3.2	1.6	4.1	4.9	8.5	4.6
20. Children's Progs.	6.8	4.1	6.6	6.5	7.8	-	6.8
20a. Youth Educ.	5.6	-	5.2	6.3	4.9	-	5.4
20b-f. Drama	0.6	1.6	0.7	0.2	2.3	-	1.2
20b. Crime, etc.	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-
20d. Fairy Tales	0.6	1.6	0.7	0.2	2.3	-	1.2
20e. Serious	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-
20g. Variety	-	1.7	0.1	-	0.5	-	0.2
20h. Quiz, etc.	-	-	-	-	-	-	-
20i. Other	0.6	0.8	0.6	-	6.1	-	#
21. Prog. Promo.	0.2	-	0.2	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0	100.0

# Less than .05 percent.

Table III-23. Sound Radio Programme Time: Total for the Week in  
Local Material Which Was Live by Percentage in Class of  
Programme by Class of Station (French),  
January 15-21, 1956

Class of Programme	Local Material - LIVE			
	Total	French Stations - Private		Total
		French Network	Un-affiliated	
1. News & Weather	29.3	42.0	48.7	46.1
2. Nature & Science	-	-	-	-
3. Foreign Lands	-	0.2	-	0.1
4. Pol. & Pub. Aff.	9.1	1.3	0.7	0.9
5. Soc. & Human Rel.	-	0.4	0.8	0.6
6. Misc. Information	-	0.5	0.4	0.4
7. Canadian Activ.	6.1	2.1	0.3	1.0
8. "Feedback" Progs.	-	-	0.6	0.3
9. Religion	24.2	19.3	13.6	15.9
10. Fine Arts, etc.	-	0.4	-	0.2
11. Dance	-	-	-	-
12. Agriculture, etc.	0.8	2.0	1.8	1.9
13. Fam. Living, etc.	7.1	11.0	11.6	11.4
13a. Family Living	7.1	9.7	9.1	9.3
13b. Merchandising	-	1.3	2.5	2.1
14. Music Programmes	3.0	2.2	3.6	3.1
14a. Serious	3.0	0.2	0.3	0.2
14b. Light	-	-	-	-
14c. Popular	-	0.9	3.0	2.2
14d. Folk, etc.	-	1.1	0.3	0.7
14e. Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	0.1	0.1
15a. Serious	-	-	-	-
15b. Domestic	-	-	0.1	0.1
15c. Comedy	-	-	-	-
15d. Crime, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Com.	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	0.2	0.1
17. Personalities	-	0.3	0.2	0.2
18. Quiz, Games, etc.	-	1.4	0.3	0.7
19. Sports Progs.	6.1	13.4	15.1	14.4
19a. News	6.1	11.2	12.2	11.8
19b. Events	-	2.2	2.9	2.6
20. Children's Prog.	-	3.1	1.8	2.3
20a. Youth Educ.	-	-	0.3	0.2
20b.-f. Drama	-	-	-	-
20b. Crime, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	3.0	0.4	1.4
20h. Quiz, etc.	-	0.1	0.4	0.3
20i. Other	-	-	0.7	0.4
21. Prog. Promo.	14.3	0.4	0.2	0.3
TOTALS	100.0	100.0	100.0	100.0

Table III-24. Sound Radio Programme Time: Total for the Week  
in Local Material Which Was Recorded, by Percentage  
in Class of Programme by Class of Station (French)  
January 15-21, 1956.

Class of Programme	Local Material - RECORDED			
	Total	French Stations - Private		
		French Network	Un- affiliated	Total
1. News & Weather	-	0.9	0.3	0.6
2. Nature & Science	-	-	-	-
3. Foreign Lands	-	#	0.1	0.1
4. Pol. & Pub. Aff.	-	-	0.6	0.3
5. Soc. & Human Rel.	2.3	2.2	0.6	1.2
6. Misc. Information	1.7	0.8	0.4	0.6
7. Canadian Activ.	-	1.3	1.4	1.3
8. "Feedback" Progs.	-	-	0.1	#
9. Religion	-	3.4	3.9	3.8
10. Fine Arts, etc.	-	-	0.2	0.1
11. Dance	-	-	-	-
12. Agriculture, etc.	-	0.8	1.1	1.0
13. Fam. Living, etc.	1.7	2.6	1.7	2.1
13a. Family Living	1.7	2.4	1.2	1.6
13b. Merchandising	-	0.2	0.5	0.4
14. Music Programmes	94.3	80.6	81.4	81.1
14a. Serious	1.3	5.7	3.8	4.5
14b. Light	7.7	7.6	7.0	7.2
14c. Popular	81.0	60.7	65.7	63.8
14d. Folk, etc.	4.3	6.6	4.8	5.6
14e. Prose & Poetry	-	-	0.1	#
15. Drama Programmes	-	2.2	3.2	2.8
15a. Serious	-	-	0.1	#
15b. Domestic	-	2.1	3.0	2.7
15c. Comedy	-	-	-	-
15d. Crime, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Com.	-	-	-	-
15g. Other	-	0.1	0.1	0.1
16. Variety	-	0.6	0.7	0.7
17. Personalities	-	0.1	0.8	0.5
18. Quiz, Games, etc.	-	2.3	1.8	1.9
19. Sports Progs.	-	#	0.5	0.3
19a. Sports News	-	#	0.3	0.2
19b. Events	-	-	0.2	0.1
20. Children's Prog.	-	2.2	1.2	1.6
20a. Youth Educ.	-	0.1	0.2	0.2
20b-f. Drama	-	0.4	0.1	0.2
20b. Crime, etc.	-	0.4	0.1	0.2
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	1.2	0.4	0.7
20h. Quiz, etc.	-	0.3	0.1	0.2
20i. Other	-	0.2	0.4	0.3
21. Prog. Promo.	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0

# Less than .05 percent

Table III-25. Sound Radio Programme Time Total for the Week in Network Material, by Percentage in Class of Programme by Class of Station (French) January 15-21, 1956

Class of Programme	Network Material			
	Total	French Stations - Private		
		French Network	Un-affiliated	Total
1. News & Weather	5.3	8.3	-	8.3
2. Nature & Science	-	-	-	-
3. Foreign Lands	-	-	-	-
4. Pol. & Pub. Aff.	2.7	4.9	-	4.9
5. Soc. & Human Rel.	3.0	3.8	-	3.8
6. Misc. Information	1.2	0.9	-	0.9
7. Canadian Activ.	1.5	2.0	-	2.0
8. "Feedback" Progs.	-	-	-	-
9. Religion	3.4	3.2	-	3.2
10. Fine Arts, etc.	4.2	7.2	-	7.2
11. Dance	-	-	-	-
12. Agriculture, etc.	3.1	7.0	-	7.0
13. Fam. Living, etc.	3.0	2.7	-	2.7
13a. Family Living	3.0	2.7	-	2.7
13b. Merchandising	-	-	-	-
14. Music Programmes	44.0	28.5	-	28.5
14a. Serious	19.6	19.9	-	19.9
14b. Light	9.2	4.9	-	4.9
14c. Popular	14.5	2.8	-	2.8
14d. Folk, etc.	0.7	0.9	-	0.9
14e. Prose & Poetry	-	-	-	-
15. Drama Programmes	16.5	21.3	-	21.3
15a. Serious	2.0	3.0	-	3.0
15b. Domestic	12.6	16.4	-	16.4
15c. Comedy	1.2	1.2	-	1.2
15d. Crime, etc.	-	-	-	-
15e. Romantic	0.5	-	-	-
15f. Musical Com.	-	-	-	-
15g. Other	0.2	0.7	-	0.7
16. Variety	2.5	2.5	-	2.5
17. Personalities	2.9	2.7	-	2.7
18. Quiz, Games, etc.	0.6	0.2	-	0.2
19. Sports Progs.	2.2	2.4	-	2.4
19a. News	0.8	0.4	-	0.4
19b. Events	1.4	2.0	-	2.0
20. Children's Progs.	2.7	2.4	-	2.4
20a. Youth Educ.	1.0	1.5	-	1.5
20b-f. Drama	1.7	0.8	-	0.8
20b. Crime, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	1.7	0.8	-	0.8
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	-	-	-
20h. Quiz, etc.	-	-	-	-
20i. Other	-	0.1	-	0.1
21. Prog. Promo.	1.2	-	-	-
TOTALS	100.0	100.0	-	100.0



Table IV-1. Sound Radio Programme Time: General Audience Hours\* on the Individual Stations by Class of Station January 15-21, 1956

Stations by Class of Station	Time on the Air	
	In Minutes	In Hours
CBC Stations (English)	11,749	195.8
Trans-Canada:	9,424	157.1
CBI - Sydney	2,325	38.8
CBL - Toronto	2,370	39.5
CBU - Vancouver	2,390	39.8
CEW - Winnipeg	2,339	39.0
Dominion:	2,325	38.8
CJBC - Toronto	2,325	38.8
Private Stations (English)	91,087	1,518.1
Trans-Canada:	19,397	323.3
CKPR - Fort William	2,292	38.2
CFNB - Fredericton	2,385	39.8
CKOV - Kelowna	2,459	41.0
CJOC - Lethbridge	2,455	40.9
CJIC - Sault Ste. Marie	2,460	41.0
CHSJ - St. John, N. B.	2,428	40.5
CKGB - Timmins	2,430	40.5
CJAT - Trail	2,488	41.5
Dominion:	39,080	651.3
CJFX - Antigonish	2,308	38.5
CKX - Brandon	2,430	40.5
CFCN - Calgary	2,480	41.3
CFCY - Charlottetown	2,280	38.0
CHWK - Chilliwack	2,430	40.5
CFRN - Edmonton	2,550	42.5
CFPL - London	2,445	40.8
CKCW - Moncton	2,430	40.5
CFCF - Montreal	2,462	41.0
CHAB - Moose Jaw	2,490	41.5
CKOY - Ottawa	2,550	42.5
CHOV - Pembroke	2,370	39.5
CFQC - Saskatoon	2,490	41.5
CKTS - Sherbrooke	2,430	40.5
CJOR - Vancouver	2,460	41.0
CKRC - Winnipeg	2,475	41.3
Unaffiliated:	32,610	543.5
CKBC - Bathurst	2,445	35.8
CKXL - Calgary	2,550	42.5
CKGR - Galt	1,124	18.7
CJCH - Halifax	2,405	40.1
CJAD - Montreal	2,430	40.5
CJNB - North Battleford	2,375	39.6
CKOM - Saskatoon	2,523	42.1
CJON - St. Johns	2,370	39.5
CJRW - Summerside	2,193	36.6
CFRB - Toronto	2,475	41.3
CKEY - Toronto	2,550	42.5
CKWX - Vancouver	2,430	40.5
CKDA - Victoria	2,490	41.5
CJOB - Winnipeg	2,550	42.5

(continued)

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-1 (continued)

Stations by Class of Station	Time on the Air	
	In Minutes	In Hours
CBC Stations (French)	4,642	77.4
CBAF - Moncton	2,272	37.9
CBF - Montreal	2,370	39.5
Private Stations (French)	39,828	663.8
Network Affiliated:	20,903	348.4
CJEM - Edmunston	2,315	38.6
CFRG - Gravelbourg	2,190	36.5
CKCH - Hull	2,388	39.8
CHNC - New Carlisle	2,220	37.0
CJBR - Rimouski	2,400	40.0
CHLT - Sherbrooke	2,440	40.7
CKSB - St. Boniface	2,320	38.7
CHGB - Ste. Anne de la Pocatiere	2,320	38.7
CKVD - Val d'Or	2,310	38.5
Unaffiliated:	18,925	315.4
CJMT - Chicoutimi	2,367	39.5
CHEF - Granby	2,194	36.6
CKRS - Jonquiere	2,365	39.4
CKBM - Montmagny	2,310	38.5
CKAC - Montreal	2,435	40.6
CHRC - Quebec	2,369	39.5
CHRL - Roberval	2,335	38.9
CKVL - Verdun	2,550	42.5

Table IV-2. Sound Radio Programme Time by Class of Programme:  
 General Audience Hours\* on English Stations - CBC (Trans-  
 Canada, Dominion and Total), January 15-21, 1956

Class of Programme	English Stations - CBC					
	Trans-Canada		Dominion		Total	
	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent
1. News & Weather	628	6.7	119	5.1	747	6.4
2. Nature & Science	29	0.3	18	0.8	47	.4
3. Foreign Lands	170	1.8	-	-	170	1.4
4. Pol. & Pub. Aff.	353	3.7	15	0.6	368	3.1
5. Soc. & Human Rel.	110	1.2	30	1.3	140	1.2
6. Misc. Information	-	-	-	-	-	-
7. Canadian Activ.	466	4.9	-	-	466	4.0
8. "Feedback" Progs.	60	0.6	-	-	60	0.5
9. Religion	675	7.2	127	5.5	802	6.8
10. Fine Arts, etc.	495	5.3	60	2.6	555	4.7
11. Dance	-	-	-	-	-	-
12. Agriculture, etc.	171	1.8	15	0.6	186	1.6
13. Fam. Living, etc.	57	0.6	20	0.9	77	0.7
13a. Family Living	57	0.6	20	0.9	77	0.7
13b. Merchandising	-	-	-	-	-	-
14. Music Programmes	4,415	46.8	1,463	62.9	5,878	50.0
14a. Serious	2,155	22.9	210	9.0	2,365	20.1
14b. Light	833	8.8	126	5.4	959	8.2
14c. Popular	654	6.9	722	31.1	1,376	11.7
14d. Folk, etc.	773	8.2	405	17.4	1,178	10.0
14e. Prose & Poetry	-	-	-	-	-	-
15. Drama Programmes	720	7.6	105	4.5	825	7.0
15a. Serious	390	4.1	-	-	390	3.3
15b. Domestic	-	-	-	-	-	-
15c. Comedy	240	2.5	75	3.2	315	2.7
15d. Crime, etc.	90	1.0	30	1.3	120	1.0
15e. Romantic	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-
16. Variety	90	1.0	60	2.6	150	1.3
17. Personalities	90	1.0	-	-	90	.8
18. Quiz, Games, etc.	-	-	-	-	-	-
19. Sports Progs.	395	4.2	158	6.8	553	4.7
19a. News	240	2.5	158	6.8	398	3.4
19b. Events	155	1.7	-	-	155	1.3
20. Children's Progs.	480	5.1	135	5.8	615	5.2
20a. Youth Educ.	270	2.9	-	-	270	2.3
20b-f. Drama	75	0.8	30	1.3	105	0.9
20b. Crime, etc.	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-
20d. Fairy Tales	75	0.8	30	1.3	105	0.9
20e. Serious	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-
20g. Variety	-	-	90	3.9	90	0.8
20h. Quiz, etc.	-	-	-	-	-	-
20i. Other	135	1.4	15	0.6	150	1.2
21. Prog. Promo.	20	0.2	-	-	20	0.2
TOTALS	9,424	100.0	2,325	100.0	11,749	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-3. Sound Radio Programme Time by Class of Programme:  
 General Audience Hours\* on English Stations - Private  
 (Trans-Canada, Dominion, Unaffiliated and Total)  
 January 15-21, 1956

Class of Programme	English Stations - Private							
	Trans-Canada		Dominion		Un-affiliated		Total	
	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent
1. News & Weather	1,722	8.9	3,379	8.6	3,618	11.1	8,719	9.6
2. Nature & Science	29	0.1	5	#	10	#	44	0.1
3. Foreign Lands	105	0.5	155	0.4	-	-	260	0.3
4. Pol. & Pub. Aff.	552	2.8	555	1.4	354	1.1	1,461	1.6
5. Soc. Rel.	436	2.2	655	1.7	295	0.9	1,386	1.5
6. Misc. Info	170	0.9	216	0.6	255	0.8	641	0.7
7. Canadian Activ.	336	1.8	590	1.5	185	0.6	1,111	1.2
8. "Feedback"	15	0.1	-	-	-	-	15	#
9. Religion	1,990	10.3	5,814	14.9	3,795	11.6	11,599	12.7
10. Fine Arts, etc.	355	1.8	209	0.5	-	-	564	0.6
11. Dance	-	-	-	-	-	-	-	-
12. Agric., etc.	444	2.3	243	0.6	130	0.4	817	0.9
13. Fam. Liv., etc.	346	1.8	679	1.7	612	1.9	1,637	1.8
13a. Fam. Living	331	1.7	572	1.5	592	1.8	1,495	1.6
13b. Mds.	15	0.1	107	0.2	20	0.1	142	0.2
14. Music	9,890	51.0	19,216	49.2	18,099	55.5	47,205	51.8
14a. Serious	1,637	8.4	1,727	4.4	385	1.2	3,749	4.1
14b. Light	1,681	8.7	2,280	5.8	2,155	6.6	6,116	6.7
14c. Popular	5,080	26.2	10,602	27.1	12,717	39.0	28,399	31.2
14d. Folk, etc.	1,492	7.7	4,487	11.4	2,842	8.7	8,821	9.7
14e. Prose, etc.	-	-	120	0.3	-	-	120	0.1
15. Drama	913	4.7	2,034	5.2	1,555	4.8	4,502	4.9
15a. Serious	390	2.0	241	0.6	120	0.4	751	0.8
15b. Domestic	-	-	-	-	135	0.4	135	0.2
15c. Comedy	224	1.2	1,109	2.8	305	0.9	1,638	1.7
15d. Crime, etc.	269	1.4	624	1.6	715	2.2	1,608	1.7
15e. Romantic	-	-	60	0.2	100	0.3	160	0.2
15f. Musical Com.	-	-	-	-	60	0.2	60	0.1
15g. Other	30	0.1	-	-	120	0.4	150	0.2
16. Variety	274	1.4	1,131	2.9	964	3.0	2,369	2.6
17. Personalities	65	0.3	125	0.3	439	1.3	629	0.7
18. Quiz, etc.	210	1.1	482	1.3	383	1.2	1,075	1.2
19. Sports Progs.	752	3.9	1,697	4.3	851	2.6	3,300	3.6
19a. News	479	2.5	1,241	3.2	792	2.4	2,512	2.7
19b. Events	273	1.4	456	1.1	59	0.2	788	0.9
20. Children's	793	4.1	1,877	4.8	1,034	3.1	3,704	4.1
20a. Youth Educ.	180	0.9	135	0.3	172	0.5	487	0.5
20b-f. Drama	209	1.1	1,035	2.6	532	1.6	1,776	1.9
20b. Crime	134	0.7	428	1.1	305	0.9	867	0.9
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy T.	75	0.4	607	1.5	227	0.7	909	1.0
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	279	1.4	415	1.1	150	0.5	844	0.9
20h. Quiz, etc.	31	0.2	70	0.2	5	#	106	0.1
20i. Other	94	0.5	222	0.6	175	0.5	491	0.5
21. Prog. Promo.	-	-	18	0.1	31	0.1	49	0.1
TOTALS	19,397	100.0	39,080	100.0	32,610	100.0	91,087	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

# Less than .05 percent



Table IV-4. Sound Radio Programme Time by Class of Programme:  
 General Audience Hours\* on French Stations - CBC, January 15-21, 1956

Class of Programme	French Stations - CBC	
	Minutes	Percent
1. News & Weather	193	4.2
2. Nature and Science	-	-
3. Foreign Lands and Peoples	-	-
4. Political & Other Public Aff.	180	3.9
5. Social & Human Relations	30	0.6
6. Misc. Information	-	-
7. Canadian Activities & Heritage	75	1.6
8. "Feedback" Programmes	-	-
9. Religion	281	6.0
10. Fine Arts, Literature, etc.	195	4.2
11. Dance	-	-
12. Agriculture, Fisheries, etc.	60	1.3
13. Family Living & Shopping	70	1.5
13a. Family Living	70	1.5
13b. Merchandising	-	-
14. Music Programmes	2,683	57.8
14a. Serious	1,222	26.3
14b. Light	491	10.6
14c. Popular and Dance	955	20.6
14d. Folk, Western, Old, etc.	15	0.3
14e. Readings of Prose & Poetry	-	-
15. Drama Programmes	390	8.4
15a. Serious	90	1.9
15b. Domestic	210	4.5
15c. Comedy	60	1.3
15d. Crime, Western, etc.	-	-
15e. Romantic	-	-
15f. Musical Comedy	-	-
15g. Other	30	0.7
16. Variety	-	-
17. Personalities	120	2.6
18. Quiz, Games and Contests	-	-
19. Sports Programmes	35	0.8
19a. Sports News & Interviews	35	0.8
19b. Sports Events	-	-
20. Children's Programmes	255	5.5
20a. Youth Educational Progs.	120	2.6
20b-f. Children's Drama	135	2.9
20b. Crime, Western, etc.	-	-
20c. Comedy	-	-
20d. Fairy Tales	135	2.9
20e. Serious	-	-
20f. Other	-	-
20g. Children's Variety	-	-
20h. Quiz, Games & Contests	-	-
20i. Other Children's Progs.	-	-
21. Programme Promotion	75	1.6
TOTALS	4,642	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-4-A. Sound Radio Programme Time by Class of Programme:  
General Audience Hours\* on French Stations - Private (French  
Network, Unaffiliated and Total), January 15-21, 1956

Class of Programme	French Stations - Private					
	French Network		Un-affiliated		Total	
	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent
1. News & Weather	1,194	5.7	1,638	8.7	2,832	7.1
2. Nature & Science	-	-	-	-	-	-
3. Foreign Lands	30	0.1	45	0.2	75	0.2
4. Pol. & Pub. Aff.	486	2.3	218	1.2	704	1.8
5. Soc. & Human Rel.	665	3.2	245	1.3	910	2.3
6. Misc. Information	50	0.2	45	0.2	95	0.2
7. Canadian Activ.	514	2.5	490	2.6	1,004	2.5
8. "Feedback" Progs.	-	-	54	0.3	54	0.1
9. Religion	1,874	9.0	2,102	11.1	3,976	10.0
10. Fine Arts, etc.	946	4.5	61	0.3	1,007	2.5
11. Dance	-	-	-	-	-	-
12. Agriculture, etc.	513	2.5	151	0.8	664	1.8
13. Fam. Living, etc.	330	1.6	370	2.0	700	1.8
13a. Family Living	290	1.4	259	1.4	549	1.4
13b. Merchandising	40	0.2	111	0.6	151	0.4
14. Music Programmes	11,206	53.6	11,686	61.7	22,892	57.5
14a. Serious	3,770	18.0	682	3.6	4,452	11.2
14b. Light	1,654	7.9	1,373	7.2	3,027	7.6
14c. Popular	4,887	23.4	8,757	46.3	13,644	34.3
14d. Folk, etc.	895	4.3	874	4.6	1,769	4.4
14e. Prose & Poetry	-	-	-	-	-	-
15. Drama Programmes	1,300	6.2	60	0.3	1,360	3.4
15a. Serious	360	1.7	-	-	360	0.9
15b. Domestic	610	2.9	30	0.2	640	1.6
15c. Comedy	210	1.0	-	-	210	0.5
15d. Crime, etc.	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-
15g. Other	120	0.6	30	0.1	150	0.4
16. Variety	120	0.6	255	1.3	375	0.9
17. Personalities	240	1.1	90	0.5	330	0.8
18. Quiz, Games, etc.	115	0.6	234	1.2	349	0.9
19. Sports Progs.	503	2.4	614	3.3	1,117	2.8
19a. News	338	1.6	584	3.1	922	2.3
19b. Events	165	0.8	30	0.2	195	0.5
20. Children's Progs.	812	3.9	567	3.0	1,379	3.4
20a. Youth Educ.	265	1.3	113	0.6	378	0.9
20b-f. Drama	162	0.8	50	0.3	212	0.5
20b. Crime, etc.	102	0.5	50	0.3	152	0.4
20c. Comedy	-	-	-	-	-	-
20d. Fairy Tales	60	0.3	-	-	60	0.1
20e. Serious	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-
20g. Variety	225	1.1	174	0.9	399	1.0
20h. Quiz, etc.	105	0.5	60	0.3	165	0.4
20i. Other	55	0.2	170	0.9	225	0.6
21. Prog. Promo.	5	#	-	-	5	#
TOTALS	20,903	100.0	18,925	100.0	39,828	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

# Less than .05 percent.

Table IV-5. Sound Radio Programme Time by Origin Within Canada:  
General Audience Hours\* by Class of Station, January 15-21, 1956

Class of Station	Local Material		Network	Total
	Live	Recorded		
	(in minutes)			
English Stations - CBC	437	1,517	9,795	11,749
Trans-Canada Network	128	254	9,042	9,424
Dominion Network	309	1,263	753	2,325
English Stations - Private	17,136	58,609	15,342	91,087
Trans-Canada Network	3,115	10,428	5,854	19,397
Dominion Network	7,010	22,757	9,313	39,080
Unaffiliated	7,011	25,424	175	32,610
French Stations - CBC	188	387	4,067	4,642
French Stations - Private	6,409	24,192	9,227	39,828
French Network	2,724	8,952	9,227	20,903
Unaffiliated	3,685	15,240	-	18,925
	(in percent)			
English Stations - CBC	3.7	12.9	83.4	100.0
Trans-Canada Network	1.4	2.7	95.9	100.0
Dominion Network	13.3	54.3	32.4	100.0
English Stations - Private	18.8	64.3	16.9	100.0
Trans-Canada Network	16.1	53.8	30.1	100.0
Dominion Network	17.9	58.2	23.9	100.0
Unaffiliated	21.5	78.0	0.5	100.0
French Stations - CBC	4.1	8.3	87.6	100.0
French Stations - Private	16.1	60.7	23.2	100.0
French Network	13.0	42.8	44.2	100.0
Unaffiliated	19.5	80.5	-	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table IV-6. Sound Radio Programme Time, Commercial and Sustaining:  
General Audience Hours\* by Class of Station, January 15-21, 1956

Class of Station	Commercial	Sustaining	Total
		(in minutes)	
English Stations - CBC	1,380	10,369	11,749
Trans-Canada Network	1,310	8,114	9,424
Dominion Network	70	2,255	2,325
English Stations - Private	51,393	39,694	91,087
Trans-Canada Network	10,686	8,711	19,397
Dominion Network	20,898	18,182	39,080
Unaffiliated	19,809	12,801	32,610
French Stations - CBC	697	3,945	4,642
French Stations - Private	14,699	25,129	39,828
French Network	7,672	13,231	20,903
Unaffiliated	7,027	11,898	18,925
		(in percent)	
English Stations - CBC	11.8	88.2	100.0
Trans-Canada Network	13.9	86.1	100.0
Dominion Network	3.0	97.0	100.0
English Stations - Private	56.4	43.6	100.0
Trans-Canada Network	55.1	44.9	100.0
Dominion Network	53.5	46.5	100.0
Unaffiliated	60.7	39.3	100.0
French Stations - CBC	15.0	85.0	100.0
French Stations - Private	36.9	63.1	100.0
French Network	36.7	63.3	100.0
Unaffiliated	37.1	62.9	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.



Table IV-7. Sound Radio Programme Time, Percent in Commercial and Sustaining: General Audience Hours\* on the Individual Stations by Class of Station January 15-21, 1956

Stations by Class of Station	Commercial	Sustaining	Total
CBC Stations (English)	11.8	88.2	100.0
Trans-Canada:	13.9	86.1	100.0
CBI - Sydney	9.5	90.5	100.0
CBL - Toronto	10.8	89.2	100.0
CBU - Vancouver	15.9	84.1	100.0
CBW - Winnipeg	19.5	80.5	100.0
Dominion:	3.0	97.0	100.0
CJBC - Toronto	3.0	97.0	100.0
Private Stations (English)	56.4	43.6	100.0
Trans-Canada	55.1	44.9	100.0
CKFR - Fort William	51.5	48.5	100.0
CFNB - Fredericton	47.1	52.9	100.0
CKOV - Kelowna	55.6	44.4	100.0
CJOC - Lethbridge	71.0	29.0	100.0
CJIC - Sault Ste Marie	54.4	45.6	100.0
CHSJ - St. John, N. B.	43.3	56.7	100.0
CKGB - Timmins	59.5	40.5	100.0
CJAT - Trail	57.9	42.1	100.0
Dominion:	53.5	46.5	100.0
CJFX - Antigonish	34.9	65.1	100.0
CKX - Brandon	56.6	43.4	100.0
CFCN - Calgary	62.2	37.8	100.0
CFCY - Charlottetown	61.2	38.8	100.0
CHWK - Chilliwack	51.7	48.3	100.0
CFRN - Edmonton	59.6	40.4	100.0
CFPL - London	28.6	71.4	100.0
CKCW - Moncton	53.7	46.3	100.0
CFCF - Montreal	42.4	57.6	100.0
CHAB - Moose Jaw	71.9	28.1	100.0
CKOY - Ottawa	55.0	45.0	100.0
CHOV - Pembroke	60.8	39.2	100.0
CFQC - Saskatoon	61.0	39.0	100.0
CKTS - Sherbrooke	19.1	80.9	100.0
CJOR - Vancouver	64.2	35.8	100.0
CKRC - Winnipeg	70.9	29.1	100.0
Unaffiliated:	60.7	39.3	100.0
CKBC - Bathurst	30.1	69.1	100.0
CKXL - Calgary	79.8	20.2	100.0
CKGR - Galt	44.9	55.1	100.0
CJCH - Halifax	72.5	27.5	100.0
CJAD - Montreal	43.4	56.6	100.0
CJNB - North Battleford	48.3	51.7	100.0
CKOM - Saskatoon	70.1	29.9	100.0
CJON - St. Johns	69.9	30.1	100.0
CJRW - Summerside	28.0	72.0	100.0
CFRB - Toronto	62.4	37.6	100.0
CKEY - Toronto	77.1	22.9	100.0
CKvX - Vancouver	78.1	21.9	100.0
CKDA - Victoria	59.6	40.4	100.0
CJOB - Winnipeg	68.5	31.5	100.0

(continued)

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-7 (continued).

Stations by Class of Station	Commercial	Sustaining	Total
CBC Stations (French)	15.0	85.0	100.0
CBAF - Moncton	15.7	84.3	100.0
CBF - Montreal	14.3	85.7	100.0
Private Stations (French)	36.9	63.1	100.0
Network Affiliated:	36.7	63.3	100.0
CJEM - Edmunston	41.0	59.0	100.0
CFRG - Gravelbourg	19.9	80.1	100.0
CKCH - Hull	33.7	66.3	100.0
CHNC - New Carlisle	34.5	65.5	100.0
CJBR - Rimouski	54.0	46.0	100.0
CHLT - Sherbrooke	33.9	66.1	100.0
CKSB - St. Boniface	33.7	66.3	100.0
CHGB - Ste. Anne de la Pocatiere	23.9	76.1	100.0
CKVD - Val d'Or	54.5	45.5	100.0
Unaffiliated:	37.1	62.9	100.0
CJMT - Chicoutimi	26.4	73.6	100.0
CHEF - Granby	27.3	72.7	100.0
CKRS - Jonquiere	29.7	70.3	100.0
CKBM - Montmagny	26.2	73.8	100.0
CKAC - Montreal	41.8	58.2	100.0
CHRC - Quebec	51.5	48.5	100.0
CHRL - Roberval	37.8	62.2	100.0
CKVL - Verdun	53.9	46.1	100.0

Table IV-8. Sound Radio Programme Time: Time Devoted to Advertising  
and to Non-Commercial Community Service Announcements:  
General Audience Hours\* by Class of Station,  
January 15-21, 1956

Class of Station	Advertising Time		Non-Commercial Announcement Time	
	Minutes	Percent of Total Time	Minutes	Percent of Total Time
English Stations - CBC	170.6	1.5	10.4	0.08
Trans-Canada Network	148.3	1.6	10.4	0.11
Dominion Network	22.3	1.0	-	-
English Stations - Private	7,124.7	7.8	131.3	0.14
Trans-Canada Network	1,388.8	7.2	31.6	0.16
Dominion Network	3,030.5	7.8	50.0	0.13
Unaffiliated	2,705.4	8.3	49.7	0.15
French Stations - CBC	85.4	1.8	-	-
French Stations - Private	1,930.2	4.8	9.0	0.02
French Network	1,024.5	4.9	1.8	0.09
Unaffiliated	905.7	4.8	7.2	0.04

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table IV-8-A. Sound Radio Programme Time: Time Devoted to Advertising and to Non-Commercial Community Service Announcements: General Audience Hours\* on the Individual Stations, January 15-21, 1956

Stations by Class of Station	Total Time on the Air Minutes	Advertising Time		Non-Commercial Announcement Time	
		Minutes	Percent of Total Time	Minutes	Percent of Total Time
CBC Stations (English)	11,749	170.6	1.5	10.4	0.08
Trans-Canada:	9,424	148.3	1.6	10.4	0.11
CBI - Sydney	2,325	26.0	1.1	1.0	0.04
CBL - Toronto	2,370	29.7	1.3	-	-
CBU - Vancouver	2,390	41.8	1.7	-	-
CBW - Winnipeg	2,339	50.8	2.2	9.4	0.40
Dominion:	2,325	22.3	1.0	-	-
CJBC - Toronto	2,325	22.3	1.0	-	-
Private Stations (English)	91,087	7,124.7	7.8	131.3	0.14
Trans-Canada:	19,397	1,388.8	7.2	31.6	0.16
CKPR - Fort William	2,292	189.6	8.3	-	-
CFNB - Fredericton	2,385	149.8	6.3	9.3	0.39
CKOV - Kelowna	2,459	166.6	6.8	3.0	0.12
CJOC - Lethbridge	2,455	262.1	10.7	0.7	0.03
CJIC - Sault Ste. Marie	2,460	174.8	7.1	1.5	0.06
CHSJ - St. John, N. B.	2,428	97.2	4.0	9.6	0.40
CKGB - Timmins	2,430	176.7	7.3	7.5	0.31
CJAT - Trail	2,488	172.0	6.9	-	-
Dominion:	39,080	3,030.5	7.8	50.0	0.13
CJFX - Antigonish	2,308	115.7	5.0	2.0	0.09
CKX - Brandon	2,430	227.1	9.3	4.0	0.16
CFCN - Calgary	2,480	229.6	9.3	5.0	0.20
CFCY - Charlottetown	2,280	186.2	8.2	-	-
CHWK - Chilliwack	2,430	210.0	8.6	1.0	0.04
CFRN - Edmonton	2,550	188.2	7.4	10.7	0.42
CFPL - London	2,445	134.1	5.5	7.0	0.29
CKCW - Moncton	2,430	138.3	5.7	3.0	0.12
CFCF - Montreal	2,462	143.6	5.8	4.0	0.16
CHAB - Moose Jaw	2,490	308.3	12.4	-	-
CKOY - Ottawa	2,550	243.1	9.5	3.0	0.04
CHOV - Pembroke	2,370	214.4	9.0	3.3	0.14
CFQC - Saskatoon	2,490	171.9	6.9	-	-
CKTS - Sherbrooke	2,430	60.3	2.5	-	-
CJOR - Vancouver	2,460	202.7	8.2	1.0	0.04
CKRC - Winnipeg	2,475	257.0	10.4	8.0	0.32
Unaffiliated:	32,610	2,705.4	8.3	49.7	0.15
CKBC - Bathurst	2,145	65.8	3.1	1.0	0.05
CKXL - Calgary	2,550	267.8	10.5	0.3	0.01
CKGR - Galt	1,124	67.1	6.0	-	-
CJCH - Halifax	2,405	203.4	8.5	6.8	0.28
CJAD - Montreal	2,430	161.7	6.7	6.5	0.27
CJNB - North Battleford	2,375	142.6	6.0	1.8	0.08
CKOM - Saskatoon	2,523	151.9	6.0	0.7	0.03
CJON - St. Johns	2,370	279.9	11.8	-	-
CJRW - Summerside	2,190	96.1	4.4	-	-
CFRB - Toronto	2,475	314.8	12.7	5.0	0.20
CKEY - Toronto	2,550	317.8	12.5	16.3	0.64
CKWX - Vancouver	2,430	252.4	10.4	-	-
CKDA - Victoria	2,490	185.7	7.5	9.0	0.36
CJOB - Winnipeg	2,550	198.4	7.8	2.3	0.09

(continued)

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday and Sunday, sign-on to 9:00 p.m.



Table IV-8-A. (Continued)

Stations by Class of Station	Total Time on the Air	Advertising Time		Non-Commercial Announcement Time	
	Minutes	Minutes	Percent of Total Time	Minutes	Percent of Total Time
CBC Stations (French)	4,642	85.4	1.8	-	-
CBAF - Moncton	2,272	40.3	1.8	-	-
CBF - Montreal	2,370	45.1	1.9	-	-
Private Stations (French)	39,828	1,930.2	4.8	9.0	0.02
Network Affiliated:	20,903	1,024.5	4.9	1.8	0.09
CJEM - Edmunston	2,315	159.1	6.9	-	-
CFRG - Gravelbourg	2,190	44.6	2.0	-	-
CKCH - Hull	2,388	112.9	4.7	-	-
CHNC - New Carlisle	2,220	58.8	2.6	-	-
CJBR - Rimouski	2,400	165.3	6.9	-	-
CHLT - Sherbrooke	2,440	122.3	5.0	-	-
CKSB - St. Boniface	2,320	105.8	4.6	1.8	0.08
CHGB - Ste. Anne de la Pocatiere	2,320	54.2	2.3	-	-
CKVD - Val d'Or	2,310	201.5	8.7	-	-
Unaffiliated:	18,925	905.7	4.8	7.2	0.04
CJMT - Chicoutimi	2,367	46.8	2.0	-	-
CHEF - Granby	2,194	75.2	3.4	-	-
CKRS - Jonquiere	2,365	113.6	4.8	1.0	0.04
CKBM - Montmagny	2,310	52.5	2.3	0.4	0.02
CKAC - Montreal	2,435	87.7	3.6	1.0	0.04
CHRC - Quebec	2,369	199.8	8.4	2.0	0.08
CHRL - Roberval	2,335	121.4	5.2	2.5	0.11
CKVL - Verdun	2,550	208.7	8.2	0.3	0.01

Table IV-9. Sound Radio Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on English Stations - CBC (Trans-Canada), January 15-21, 1956.  
(in minutes)

Class of Programme	English Stations - CBC (Trans-Canada)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	58	-	570	628
2. Nature and Science	-	-	29	29
3. Foreign Lands and Peoples	-	-	170	170
4. Political & Other Public Aff.	-	-	353	353
5. Social & Human Relations	-	-	110	110
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	-	-	466	466
8. "Feedback" Programmes	-	-	60	60
9. Religion	-	-	675	675
10. Fine Arts, Literature, etc.	-	-	495	495
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	15	-	156	171
13. Family Living & Shopping	-	-	57	57
13a. Family Living	-	-	57	57
13b. Merchandising	-	-	-	-
14. Music Programmes	-	254	4,161	4,415
14a. Serious	-	50	2,105	2,155
14b. Light	-	45	788	833
14c. Popular and Dance	-	159	495	654
14d. Folk, Western, Old, etc.	-	-	773	773
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	720	720
15a. Serious	-	-	390	390
15b. Domestic	-	-	-	-
15c. Comedy	-	-	240	240
15d. Crime, Western, etc.	-	-	90	90
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	90	90
17. Personalities	-	-	90	90
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	10	-	385	395
19a. Sports News & Interviews	10	-	230	240
19b. Sports Events	-	-	155	155
20. Children's Programmes	30	-	450	480
20a. Youth Educational Progs.	-	-	270	270
20b-f. Children's Drama	-	-	75	75
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	75	75
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	30	-	105	135
21. Programme Promotion	15	-	5	20
TOTALS	128	254	9,042	9,424

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table IV-10. Sound Radio Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on English Stations - CBC (Dominion), January 15-21, 1956.  
(in minutes)

Class of Programme	English Stations - CBC (Dominion)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	116	-	3	119
2. Nature and Science	-	13	-	13
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	-	15	-	15
5. Social & Human Relations	-	-	30	30
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	-	-	-	-
8. "Feedback" Programmes	-	-	-	-
9. Religion	60	37	30	127
10. Fine Arts, Literature, etc.	30	-	30	60
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	15	-	15
13. Family Living & Shopping	-	20	-	20
13a. Family Living	-	20	-	20
13b. Merchandising	-	-	-	-
14. Music Programmes	30	1,028	405	1,463
14a. Serious	-	90	120	210
14b. Light	-	66	60	126
14c. Popular and Dance	30	632	60	722
14d. Folk, Western, Old, etc.	-	240	165	405
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	30	75	105
15a. Serious	-	-	-	-
15b. Domestic	-	-	-	-
15c. Comedy	-	-	75	75
15d. Crime, Western, etc.	-	30	-	30
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	60	60
17. Personalities	-	-	-	-
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	73	40	45	158
19a. Sports News & Interviews	73	40	45	158
19b. Sports Events	-	-	-	-
20. Children's Programmes	-	60	75	135
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	30	30
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	30	30
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	60	30	90
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	15	15
21. Programme Promotion	-	-	-	-
TOTALS	309	1,263	753	2,325

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table IV-11. Sound Radio Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on English Stations - CBC (Total), January 15-21, 1956. (in minutes)

Class of Programme	English Stations - CBC (Total)			Total
	Local Material Live	Recorded	Network	
1. News and Weather	174	-	573	747
2. Nature and Science	-	18	29	47
3. Foreign Lands and Peoples	-	-	170	170
4. Political & Other Public Aff.	-	15	353	368
5. Social & Human Relations	-	-	140	140
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	-	-	466	466
8. "Feedback" Programmes	-	-	60	60
9. Religion	60	37	705	802
10. Fine Arts, Literature, etc.	30	-	525	555
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	15	15	156	186
13. Family Living & Shopping	-	20	57	77
13a. Family Living	-	20	57	77
13b. Merchandising	-	-	-	-
14. Music Programmes	30	1,282	4,566	5,878
14a. Serious	-	140	2,225	2,365
14b. Light	-	111	848	959
14c. Popular and Dance	30	791	555	1,376
14d. Folk, Western, etc.	-	240	938	1,178
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	30	795	825
15a. Serious	-	-	390	390
15b. Domestic	-	-	-	-
15c. Comedy	-	-	315	315
15d. Crime, Western, etc.	-	30	90	120
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	150	150
17. Personalities	-	-	90	90
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	83	40	430	553
19a. Sports News & Interviews	83	40	275	398
19b. Sports Events	-	-	155	155
20. Children's Programmes	30	60	525	615
20a. Youth Educational Progs.	-	-	270	270
20b-f. Children's Drama	-	-	105	105
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	105	105
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	60	30	90
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	30	-	120	150
21. Programme Promotion	15	-	5	20
TOTALS	437	1,517	9,795	11,749

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.



Table IV-12. Sound Radio Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on English Stations - Private (Trans-Canada), January 15-21, 1956.  
(in minutes)

Class of Programme	English Stations-Private (Trans-Canada)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	1,206	18	498	1,722
2. Nature and Science	-	-	29	29
3. Foreign Lands and Peoples	-	105	-	105
4. Political & Other Public Aff.	-	80	472	552
5. Social & Human Relations	25	111	300	436
6. Misc. Information	-	170	-	170
7. Canadian Activities & Heritage	65	45	226	336
8. "Feedback" Programmes	-	-	15	15
9. Religion	667	1,098	225	1,990
10. Fine Arts, Literature, etc.	10	45	300	355
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	110	124	210	444
13. Family Living & Shopping	164	140	42	346
13a. Family Living	159	130	42	331
13b. Merchandising	5	10	-	15
14. Music Programmes	168	7,238	2,484	9,890
14a. Serious	-	130	1,507	1,637
14b. Light	45	1,111	525	1,681
14c. Popular and Dance	48	4,926	106	5,080
14d. Folk, Western, Old, etc.	75	1,071	346	1,492
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	30	343	540	913
15a. Serious	-	-	390	390
15b. Domestic	-	-	-	-
15c. Comedy	-	104	120	224
15d. Crime, Western, etc.	-	239	30	269
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	30	-	-	30
16. Variety	-	214	60	274
17. Personalities	50	-	15	65
18. Quiz, Games and Contests	51	159	-	210
19. Sports Programmes	374	75	303	752
19a. Sports News & Interviews	374	75	30	479
19b. Sports Events	-	-	273	273
20. Children's Programmes	195	463	135	793
20a. Youth Educational Progs.	15	60	105	180
20b-f. Children's Drama	45	134	30	209
20b. Crime, Western, etc.	-	134	-	134
20c. Comedy	-	-	-	-
20d. Fairy Tales	45	-	30	75
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	90	189	-	279
20h. Quiz, Games & Contests	-	31	-	31
20i. Other Children's Progs.	45	49	-	94
21. Programme Promotion	-	-	-	-
TOTALS	3,115	10,428	5,854	19,397

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table IV-13. Sound Radio Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on English Stations - Private (Dominion), January 15-21, 1956. (in minutes)

Class of Programme	English Stations - Private (Dominion)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	3,172	46	161	3,379
2. Nature and Science	-	5	-	5
3. Foreign Lands and Peoples	-	55	100	155
4. Political & Other Public Aff.	100	228	227	555
5. Social & Human Relations	50	186	419	655
6. Misc. Information	40	176	-	216
7. Canadian Activities & Heritage	165	215	210	590
8. "Feedback" Programmes	-	-	-	-
9. Religion	1,797	3,573	444	5,814
10. Fine Arts, Literature, etc.	30	-	179	209
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	125	63	55	243
13. Family Living & Shopping	224	428	27	679
13a. Family Living	184	361	27	572
13b. Merchandising	40	67	-	107
14. Music Programmes	228	14,473	4,515	19,216
14a. Serious	-	185	1,542	1,727
14b. Light	-	1,098	1,182	2,280
14c. Popular and Dance	113	9,853	636	10,602
14d. Folk, Western, Old, etc.	115	3,247	1,125	4,487
14e. Readings of Prose & Poetry	-	90	30	120
15. Drama Programmes	-	925	1,109	2,034
15a. Serious	-	241	-	241
15b. Domestic	-	-	-	-
15c. Comedy	-	30	1,079	1,109
15d. Crime, Western, etc.	-	594	30	624
15e. Romantic	-	60	-	60
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	61	560	510	1,131
17. Personalities	-	20	105	125
18. Quiz, Games and Contests	7	475	-	482
19. Sports Programmes	737	274	686	1,697
19a. Sports News & Interviews	622	274	345	1,241
19b. Sports Events	115	-	341	456
20. Children's Programmes	271	1,040	566	1,877
20a. Youth Educational Progs.	-	90	45	135
20b-f. Children's Drama	96	524	415	1,035
20b. Crime, Western, etc.	-	428	-	428
20c. Comedy	-	-	-	-
20d. Fairy Tales	96	96	415	607
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	55	270	90	415
20h. Quiz, Games & Contests	35	35	-	70
20i. Other Children's Progs.	85	121	16	222
21. Programme Promotion	3	15	-	18
TOTALS	7,010	22,757	9,313	39,080

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-14. Sound Radio Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on English Stations - Private (Unaffiliated), January 15-21, 1956 (in minutes)

Class of Programme	English Stations - Private (Unaffiliated)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	3,570	48	-	3,618
2. Nature and Science	-	10	-	10
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	159	195	-	354
5. Social & Human Relations	110	185	-	295
6. Misc. Information	20	235	-	255
7. Canadian Activities & Heritage	90	95	-	185
8. "Feedback" Programmes	-	-	-	-
9. Religion	1,235	2,560	-	3,795
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	71	59	-	130
13. Family Living & Shopping	169	443	-	612
13a. Family Living	164	428	-	592
13b. Merchandising	5	15	-	20
14. Music Programmes	300	17,649	150	18,099
14a. Serious	45	250	90	385
14b. Light	60	2,035	60	2,155
14c. Popular and Dance	105	12,612	-	12,717
14d. Folk, Western, Old, etc.	90	2,752	-	2,842
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	1,530	25	1,555
15a. Serious	-	120	-	120
15b. Domestic	-	135	-	135
15c. Comedy	-	280	25	305
15d. Crime, Western, etc.	-	715	-	715
15e. Romantic	-	100	-	100
15f. Musical Comedy	-	60	-	60
15g. Other	-	120	-	120
16. Variety	30	934	-	964
17. Personalities	234	205	-	439
18. Quiz, Games and Contests	163	220	-	383
19. Sports Programmes	598	253	-	851
19a. Sports News & Interviews	598	194	-	792
19b. Sports Events	-	59	-	59
20. Children's Programmes	231	803	-	1,034
20a. Youth Educational Progs.	30	142	-	172
20b-f. Children's Drama	136	396	-	532
20b. Crime, Western, etc.	-	305	-	305
20c. Comedy	-	-	-	-
20d. Fairy Tales	136	91	-	227
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	65	85	-	150
20h. Quiz, Games & Contests	-	5	-	5
20i. Other Children's Progs.	-	175	-	175
21. Programme Promotion	31	-	-	31
TOTALS	7,011	25,424	175	32,610

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-15. Sound Radio Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on English Stations - Private (Total), January 15-21, 1956  
(in minutes)

Class of Programme	English Stations - Private (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	7,948	112	659	8,719
2. Nature and Science	-	15	29	44
3. Foreign Lands and Peoples	-	160	100	260
4. Political & Other Public Aff.	259	503	699	1,461
5. Social & Human Relations	185	482	719	1,386
6. Misc. Information	60	581	-	641
7. Canadian Activities & Heritage	320	355	436	1,111
8. "Feedback" Programmes	-	-	15	15
9. Religion	3,699	7,231	669	11,599
10. Fine Arts, Literature, etc.	40	45	479	564
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	306	246	265	817
13. Family Living & Shopping	557	1,011	69	1,637
13a. Family Living	507	919	69	1,495
13b. Merchandising	50	92	-	142
14. Music Programmes	696	39,360	7,149	47,205
14a. Serious	45	565	3,139	3,749
14b. Light	105	4,244	1,767	6,116
14c. Popular and Dance	266	27,391	742	28,399
14d. Folk, Western, Old, etc.	280	7,070	1,471	8,821
14e. Readings of Prose & Poetry	-	90	30	120
15. Drama Programmes	30	2,798	1,674	4,502
15a. Serious	-	361	390	751
15b. Domestic	-	135	-	135
15c. Comedy	-	414	1,224	1,638
15d. Crime, Western, etc.	-	1,548	60	1,608
15e. Romantic	-	160	-	160
15f. Musical Comedy	-	60	-	60
15g. Other	30	120	-	150
16. Variety	91	1,708	570	2,369
17. Personalities	284	225	120	629
18. Quiz, Games and Contests	221	854	-	1,075
19. Sports Programmes	1,709	602	989	3,300
19a. Sports News & Interviews	1,594	543	375	2,512
19b. Sports Events	115	59	614	788
20. Children's Programmes	697	2,306	701	3,704
20a. Youth Educational Progs.	45	292	150	487
20b-f. Children's Drama	277	1,054	445	1,776
20b. Crime, Western, etc.	-	867	-	867
20c. Comedy	-	-	-	-
20d. Fairy Tales	277	187	445	909
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	210	544	90	844
20h. Quiz, Games & Contests	35	71	-	106
20i. Other Children's Progs.	130	345	16	491
21. Programme Promotion	34	15	-	49
TOTALS	17,136	58,609	15,342	91,087

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.



Table IV-16. Sound Radio Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on French Stations - CBC (Total), January 15-21, 1956.  
(in minutes)

Class of Programme	French Stations - CBC (Total)			Total
	Local Material		Network	
	Live	Recorded		
1. News and Weather	28	-	165	193
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	45	-	135	180
5. Social & Human Relations	-	-	30	30
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	30	-	45	75
8. "Feedback" Programmes	-	-	-	-
9. Religion	45	-	236	281
10. Fine Arts, Literature, etc.	-	-	195	195
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	-	60	60
13. Family Living & Shopping	20	20	30	70
13a. Family Living	20	20	30	70
13b. Merchandising	-	-	-	-
14. Music Programmes	15	367	2,301	2,683
14a. Serious	15	15	1,192	1,222
14b. Light	-	39	452	491
14c. Popular and Dance	-	313	642	955
14d. Folk, Western, Old, etc.	-	-	15	15
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	390	390
15a. Serious	-	-	90	90
15b. Domestic	-	-	210	210
15c. Comedy	-	-	60	60
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	30	30
16. Variety	-	-	-	-
17. Personalities	-	-	120	120
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	5	-	30	35
19a. Sports News & Interviews	5	-	30	35
19b. Sports Events	-	-	-	-
20. Children's Programmes	-	-	255	255
20a. Youth Educational Progs.	-	-	120	120
20b-f. Children's Drama	-	-	135	135
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	135	135
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	75	75
	<u>188</u>	<u>387</u>	<u>4,067</u>	<u>4,642</u>
TOTALS	188	387	4,067	4,642

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table IV-17. Sound Radio Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on French Stations - Private (French Network), January 15-21, 1956. (in minutes)

Class of Programme	French Stations - Private (French Network)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	629	90	475	1,194
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	15	15	-	30
4. Political & Other Public Aff.	55	-	431	486
5. Social & Human Relations	30	395	240	665
6. Misc. Information	15	35	-	50
7. Canadian Activities & Heritage	83	316	115	514
8. "Feedback" Programmes	-	-	-	-
9. Religion	1,067	402	405	1,874
10. Fine Arts, Literature, etc.	15	-	931	946
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	30	68	415	513
13. Family Living & Shopping	147	123	60	330
13a. Family Living	137	93	60	290
13b. Merchandising	10	30	-	40
14. Music Programmes	70	6,861	4,275	11,206
14a. Serious	15	478	3,277	3,770
14b. Light	-	1,056	598	1,654
14c. Popular and Dance	5	4,527	355	4,887
14d. Folk, Western, Old, etc.	50	800	45	895
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	30	1,270	1,300
15a. Serious	-	-	360	360
15b. Domestic	-	-	610	610
15c. Comedy	-	-	210	210
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	30	90	120
16. Variety	-	120	-	120
17. Personalities	-	15	225	240
18. Quiz, Games and Contests	35	80	-	115
19. Sports Programmes	438	5	60	503
19a. Sports News & Interviews	273	5	60	338
19b. Sports Events	165	-	-	165
20. Children's Programmes	90	397	325	812
20a. Youth Educational Progs.	-	30	235	265
20b-f. Children's Drama	-	102	60	162
20b. Crime, Western, etc.	-	102	-	102
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	60	60
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	80	145	-	225
20h. Quiz, Games & Contests	10	95	-	105
20i. Other Children's Progs.	-	25	30	55
21. Programme Promotion	5	-	-	5
TOTALS	2,724	8,952	9,227	20,903

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-18. Sound Radio Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on French Stations - Private (Unaffiliated), January 15-21, 1956  
(in minutes)

Class of Programme	French Stations - Private (Unaffiliated)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	1,558	80	-	1,638
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	45	-	45
4. Political & Other Public Aff.	-	218	-	218
5. Social & Human Relations	20	225	-	245
6. Misc. Information	20	25	-	45
7. Canadian Activities & Heritage	15	475	-	490
8. "Feedback" Programmes	15	39	-	54
9. Religion	1,001	1,101	-	2,102
10. Fine Arts, Literature, etc.	-	61	-	61
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	20	131	-	151
13. Family Living & Shopping	244	126	-	370
13a. Family Living	189	70	-	259
13b. Merchandising	55	56	-	111
14. Music Programmes	45	11,641	-	11,686
14a. Serious	-	682	-	682
14b. Light	-	1,373	-	1,373
14c. Popular and Dance	-	8,757	-	8,757
14d. Folk, Western, Old, etc.	45	829	-	874
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	15	45	-	60
15a. Serious	-	-	-	-
15b. Domestic	15	15	-	30
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	30	-	30
16. Variety	25	230	-	255
17. Personalities	-	90	-	90
18. Quiz, Games and Contests	5	229	-	234
19. Sports Programmes	533	81	-	614
19a. Sports News & Interviews	503	81	-	584
19b. Sports Events	30	-	-	30
20. Children's Programmes	169	398	-	567
20a. Youth Educational Progs.	30	83	-	113
20b-f. Children's Drama	-	50	-	50
20b. Crime, Western, etc.	-	50	-	50
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	54	120	-	174
20h. Quiz, Games & Contests	-	60	-	60
20i. Other Children's Progs.	85	85	-	170
21. Programme Promotion	-	-	-	-
TOTALS	3,685	15,240	-	18,925

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table IV-19. Sound Radio Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on French Stations - Private (Total), January 15-21, 1956.  
(in minutes)

Class of Programme	French Stations - Private			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	2,187	170	475	2,832
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	15	60	-	75
4. Political & Other Public Aff.	55	218	431	704
5. Social & Human Relations	50	620	240	910
6. Misc. Information	35	60	-	95
7. Canadian Activities & Heritage	98	791	115	1,004
8. "Feedback" Programmes	15	39	-	54
9. Religion	2,068	1,503	405	3,976
10. Fine Arts, Literature, etc.	15	61	931	1,007
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	50	199	415	664
13. Family Living & Shopping	391	249	60	700
13a. Family Living	326	163	60	549
13b. Merchandising	65	86	-	151
14. Music Programmes	115	18,502	4,275	22,892
14a. Serious	15	1,160	3,277	4,452
14b. Light	-	2,429	598	3,027
14c. Popular and Dance	5	13,284	355	13,644
14d. Folk, Western, Old, etc.	95	1,629	45	1,769
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	15	75	1,270	1,360
15a. Serious	-	-	360	360
15b. Domestic	15	15	610	640
15c. Comedy	-	-	210	210
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	60	90	150
16. Variety	25	350	-	375
17. Personalities	-	105	225	330
18. Quiz, Games and Contests	40	309	-	349
19. Sports Programmes	971	86	60	1,117
19a. Sports News & Interviews	776	86	60	922
19b. Sports Events	195	-	-	195
20. Children's Programmes	259	795	325	1,379
20a. Youth Educational Progs.	30	113	235	378
20b-f. Children's Drama	-	152	60	212
20b. Crime, Western, etc.	-	152	-	152
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	60	60
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	134	265	-	399
20h. Quiz, Games & Contests	10	155	-	165
20i. Other Children's Progs.	85	110	30	225
21. Programme Promotion	5	-	-	5
TOTALS	6,409	24,192	9,227	39,828

\* Monday - Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.



Table IV-20. Sound Radio Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on English Stations - CBC (Trans-Canada and Dominion), January 15-21, 1956. (in percent)

Class of Programme	English Stations - CBC							
	Trans-Canada				Dominion			
	Local Material		Net-work	Total	Local Material		Net-work	Total
Live	Re-corded	Live			Re-corded			
1. News & Weather	9.2	-	90.8	100.0	97.5	-	2.5	100.0
2. Nature & Science	-	-	100.0	100.0	-	100.0	-	100.0
3. Foreign Lands	-	-	100.0	100.0	-	-	-	-
4. Pol. & Pub. Aff.	-	-	100.0	100.0	-	100.0	-	100.0
5. Soc. & Human Rel.	-	-	100.0	100.0	-	-	100.0	100.0
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	-	-	100.0	100.0	-	-	-	-
8. "Feedback" Progs.	-	-	100.0	100.0	-	-	-	-
9. Religion	-	-	100.0	100.0	47.2	29.2	23.6	100.0
10. Fine Arts, etc.	-	-	100.0	100.0	50.0	-	50.0	100.0
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	8.8	-	91.2	100.0	-	100.0	-	100.0
13. Fam. Living, etc.	-	-	100.0	100.0	-	100.0	-	100.0
13a. Family Living	-	-	100.0	100.0	-	100.0	-	100.0
13b. Merchandising	-	-	-	-	-	-	-	-
14. Music Programmes	-	5.8	94.2	100.0	2.0	70.3	27.7	100.0
14a. Serious	-	2.3	97.7	100.0	-	42.9	57.1	100.0
14b. Light	-	5.4	94.6	100.0	-	52.4	47.6	100.0
14c. Popular	-	24.3	75.7	100.0	4.2	87.5	8.3	100.0
14d. Folk, etc.	-	-	100.0	100.0	-	59.3	40.7	100.0
14e. Prose & Poetry	-	-	-	-	-	-	-	-
15. Drama Programmes	-	-	100.0	100.0	-	28.6	71.4	100.0
15a. Serious	-	-	100.0	100.0	-	-	-	-
15b. Domestic	-	-	-	-	-	-	-	-
15c. Comedy	-	-	100.0	100.0	-	-	100.0	100.0
15d. Crime, etc.	-	-	100.0	100.0	-	100.0	-	100.0
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-	-	-
16. Variety	-	-	100.0	100.0	-	-	100.0	100.0
17. Personalities	-	-	100.0	100.0	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-	-	-	-	-
19. Sports Progs.	2.5	-	97.5	100.0	46.2	25.3	28.5	100.0
19a. News	4.2	-	95.8	100.0	46.2	25.3	28.5	100.0
19b. Events	-	-	100.0	100.0	-	-	-	-
20. Children's Progs.	6.2	-	93.8	100.0	-	44.4	55.6	100.0
20a. Youth Educ.	-	-	100.0	100.0	-	-	-	-
20b-f. Drama	-	-	100.0	100.0	-	-	100.0	100.0
20b. Crime, etc.	-	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	100.0	100.0	-	-	100.0	100.0
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	66.7	33.3	100.0
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	22.2	-	77.8	100.0	-	-	100.0	100.0
21. Prog. Promo.	75.0	-	25.0	100.0	-	-	-	-
TOTALS	1.4	2.7	95.9	100.0	13.3	54.3	32.4	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-21. Sound Radio Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on English Stations - CBC (Total), January 15-21, 1956. (in percent)

Class of Programme	English Stations - CBC (Total)			Total
	Local Material		Network	
	Live	Recorded		
1. News and Weather	23.3	-	76.7	100.0
2. Nature and Science	-	38.3	67.7	100.0
3. Foreign Lands and Peoples	-	-	100.0	100.0
4. Political & Other Public Aff.	-	4.1	95.9	100.0
5. Social & Human Relations	-	-	100.0	100.0
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	-	-	100.0	100.0
8. "Feedback" Programmes	-	-	100.0	100.0
9. Religion	7.5	4.6	87.9	100.0
10. Fine Arts, Literature, etc.	5.4	-	94.6	100.0
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	8.0	8.1	83.9	100.0
13. Family Living & Shopping	-	26.0	74.0	100.0
13a. Family Living	-	26.0	74.0	100.0
13b. Merchandising	-	-	-	-
14. Music Programmes	0.5	21.8	77.7	100.0
14a. Serious	-	5.9	94.1	100.0
14b. Light	-	11.6	88.4	100.0
14c. Popular and Dance	2.2	57.5	40.3	100.0
14d. Folk, Western, Old, etc.	-	20.4	79.6	100.0
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	3.6	96.4	100.0
15a. Serious	-	-	100.0	100.0
15b. Domestic	-	-	-	-
15c. Comedy	-	-	100.0	100.0
15d. Crime, Western, etc.	-	25.0	75.0	100.0
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	100.0	100.0
17. Personalities	-	-	100.0	100.0
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	15.0	7.2	77.8	100.0
19a. Sports News & Interviews	20.9	10.0	69.1	100.0
19b. Sports Events	-	-	100.0	100.0
20. Children's Programmes	4.9	9.7	85.4	100.0
20a. Youth Educational Progs.	-	-	100.0	100.0
20b-f. Children's Drama	-	-	100.0	100.0
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	100.0	100.0
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	66.7	33.3	100.0
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	20.0	-	80.0	100.0
21. Programme Promotion	<u>75.0</u>	<u>-</u>	<u>25.0</u>	<u>100.0</u>
TOTALS	3.7	12.9	83.4	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-22. Sound Radio Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on English Stations - Private (Trans-Canada and Dominion), January 15-21, 1956. (in percent)

Class of Programme	English Stations - Private							
	Trans-Canada				Dominion			
	Local Material		Net-work	Total	Local Material		Net-work	Total
Live	Re-corded	Live			Re-corded			
1. News & Weather	70.0	1.1	28.9	100.0	93.9	1.4	4.7	100.0
2. Nature & Science	-	-	100.0	100.0	-	100.0	-	100.0
3. Foreign Lands	-	100.0	-	100.0	-	35.5	64.5	100.0
4. Pol. & Pub. Aff.	-	14.5	85.5	100.0	18.0	41.1	40.9	100.0
5. Soc. & Human Rel.	5.7	25.5	68.8	100.0	7.6	28.4	64.0	100.0
6. Misc. Information	-	100.0	-	100.0	18.5	81.5	-	100.0
7. Canadian Activ.	19.4	13.4	67.2	100.0	28.0	36.4	35.6	100.0
8. "Feedback" Progs.	-	-	100.0	100.0	-	-	-	-
9. Religion	33.5	55.2	11.3	100.0	30.9	61.5	7.6	100.0
10. Fine Arts, etc.	2.8	12.7	84.5	100.0	14.3	-	85.7	100.0
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	24.8	27.9	47.3	100.0	51.4	25.9	22.7	100.0
13. Fam. Living, etc.	47.4	40.5	12.1	100.0	33.0	63.0	4.0	100.0
13a. Family Living	48.0	39.3	12.7	100.0	32.2	63.1	4.7	100.0
13b. Merchandising	33.3	66.7	-	100.0	37.4	62.6	-	100.0
14. Music Programmes	1.7	73.2	25.1	100.0	1.2	75.3	23.5	100.0
14a. Serious	-	7.9	92.1	100.0	-	10.7	89.3	100.0
14b. Light	2.7	66.1	31.2	100.0	-	48.1	51.9	100.0
14c. Popular	.9	97.0	2.1	100.0	1.1	92.9	6.0	100.0
14d. Folk, etc.	5.0	71.8	23.2	100.0	2.6	72.4	25.0	100.0
14e. Prose & Poetry	-	-	-	-	-	75.0	25.0	100.0
15. Drama Programmes	3.3	37.6	59.1	100.0	-	45.5	54.5	100.0
15a. Serious	-	-	100.0	100.0	-	100.0	-	100.0
15b. Domestic	-	-	-	-	-	-	-	-
15c. Comedy	-	46.4	53.6	100.0	-	2.8	97.2	100.0
15d. Crime, etc.	-	88.9	11.1	100.0	-	95.2	4.8	100.0
15e. Romantic	-	-	-	-	-	100.0	-	100.0
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	100.0	-	-	100.0	-	-	-	-
16. Variety	-	78.1	21.9	100.0	5.4	49.5	45.1	100.0
17. Personalities	76.9	-	23.1	100.0	-	16.0	84.0	100.0
18. Quiz, Games, etc.	24.3	75.7	-	100.0	1.4	98.6	-	100.0
19. Sports Progs.	49.7	10.0	40.3	100.0	43.4	16.1	40.5	100.0
19a. News	78.1	15.7	6.2	100.0	50.1	22.1	27.8	100.0
19b. Events	-	-	100.0	100.0	25.2	-	74.8	100.0
20. Children's Progs.	24.6	58.4	17.0	100.0	14.4	55.4	30.2	100.0
20a. Youth Educ.	8.3	33.3	58.4	100.0	-	66.7	33.3	100.0
20b-f. Drama	21.5	64.1	14.4	100.0	9.3	50.6	40.1	100.0
20b. Crime, etc.	-	100.0	-	100.0	-	100.0	-	100.0
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	60.0	-	40.0	100.0	15.8	15.8	68.4	100.0
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	32.3	67.7	-	100.0	13.2	65.1	21.7	100.0
20h. Quiz, etc.	-	100.0	-	100.0	50.0	50.0	-	100.0
20i. Other	47.9	52.1	-	100.0	38.3	54.5	7.2	100.0
21. Prog. Promo.	-	-	-	-	16.7	83.3	-	100.0
TOTALS	16.1	53.8	30.1	100.0	17.9	58.2	23.9	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.



Table IV-23. Sound Radio Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on English Stations - Private (Unaffiliated), January 15-21, 1956 (in percent)

Class of Programme	English Stations - Private (Unaffiliated)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	98.7	1.3	-	100.0
2. Nature and Science	-	100.0	-	100.0
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	44.9	55.1	-	100.0
5. Social & Human Relations	37.3	62.7	-	100.0
6. Misc. Information	7.8	92.2	-	100.0
7. Canadian Activities & Heritage	48.6	51.4	-	100.0
8. "Feedback" Programmes	-	-	-	-
9. Religion	32.5	67.5	-	100.0
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	54.6	45.4	-	100.0
13. Family Living & Shopping	27.6	72.4	-	100.0
13a. Family Living	27.7	72.3	-	100.0
13b. Merchandising	25.0	75.0	-	100.0
14. Music Programmes	1.6	97.5	0.9	100.0
14a. Serious	11.7	64.9	23.4	100.0
14b. Light	2.8	94.4	2.8	100.0
14c. Popular and Dance	0.8	99.2	-	100.0
14d. Folk, Western, Old, etc.	3.2	96.8	-	100.0
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	98.4	1.6	100.0
15a. Serious	-	100.0	-	100.0
15b. Domestic	-	100.0	-	100.0
15c. Comedy	-	91.8	8.2	100.0
15d. Crime, Western, etc.	-	100.0	-	100.0
15e. Romantic	-	100.0	-	100.0
15f. Musical Comedy	-	100.0	-	100.0
15g. Other	-	100.0	-	100.0
16. Variety	3.1	96.9	-	100.0
17. Personalities	53.3	46.7	-	100.0
18. Quiz, Games and Contests	42.6	57.4	-	100.0
19. Sports Programmes	70.3	29.7	-	100.0
19a. Sports News & Interviews	75.5	24.4	-	100.0
19b. Sports Events	-	100.0	-	100.0
20. Children's Programmes	22.3	77.7	-	100.0
20a. Youth Educational Progs.	17.4	82.6	-	100.0
20b-f. Children's Drama	25.6	74.4	-	100.0
20b. Crime, Western, etc.	-	100.0	-	100.0
20c. Comedy	-	-	-	-
20d. Fairy Tales	59.9	40.1	-	100.0
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	43.3	56.7	-	100.0
20h. Quiz, Games & Contests	-	100.0	-	100.0
20i. Other Children's Progs.	-	100.0	-	100.0
21. Programme Promotion	100.0	-	-	100.0
TOTALS	21.5	78.0	0.5	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.



Table IV-24. Sound Radio Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on English Stations - Private (Total), January 15-21, 1956. (in percent)

Class of Programme	English Stations - Private (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	91.2	1.3	7.5	100.0
2. Nature and Science	-	34.1	65.9	100.0
3. Foreign Lands and Peoples	-	61.5	38.5	100.0
4. Political & Other Public Aff.	17.7	34.4	47.9	100.0
5. Social & Human Relations	13.3	34.8	51.9	100.0
6. Misc. Information	9.4	90.6	-	100.0
7. Canadian Activities & Heritage	28.8	32.0	39.2	100.0
8. "Feedback" Programmes	-	-	100.0	100.0
9. Religion	31.9	62.3	5.8	100.0
10. Fine Arts, Literature, etc.	7.1	8.0	84.9	100.0
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	37.5	30.1	32.4	100.0
13. Family Living & Shopping	34.0	61.8	4.2	100.0
13a. Family Living	33.9	61.5	4.6	100.0
13b. Merchandising	35.2	64.8	-	100.0
14. Music Programmes	1.5	83.4	15.1	100.0
14a. Serious	1.2	15.1	83.7	100.0
14b. Light	1.7	69.4	28.9	100.0
14c. Popular and Dance	0.9	96.5	2.6	100.0
14d. Folk, Western, Old, etc.	3.2	80.1	16.7	100.0
14e. Readings of Prose & Poetry	-	75.0	25.0	100.0
15. Drama Programmes	0.7	62.2	37.1	100.0
15a. Serious	-	48.1	51.9	100.0
15b. Domestic	-	100.0	-	100.0
15c. Comedy	-	25.3	74.7	100.0
15d. Crime, Western, etc.	-	96.3	3.7	100.0
15e. Romantic	-	100.0	-	100.0
15f. Musical Comedy	-	100.0	-	100.0
15g. Other	20.0	80.0	-	100.0
16. Variety	3.8	72.1	24.1	100.0
17. Personalities	45.2	35.8	19.0	100.0
18. Quiz, Games and Contests	20.6	79.4	-	100.0
19. Sports Programmes	51.8	18.2	30.0	100.0
19a. Sports News & Interviews	63.5	21.6	14.9	100.0
19b. Sports Events	14.6	7.5	77.9	100.0
20. Children's Programmes	18.8	62.3	18.9	100.0
20a. Youth Educational Progs.	9.2	60.0	30.8	100.0
20b-f. Children's Drama	15.6	59.3	25.1	100.0
20b. Crime, Western, etc.	-	100.0	-	100.0
20c. Comedy	-	-	-	-
20d. Fairy Tales	30.5	20.6	48.9	100.0
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	24.9	64.5	10.6	100.0
20h. Quiz, Games & Contests	33.0	67.0	-	100.0
20i. Other Children's Progs.	26.5	70.3	3.2	100.0
21. Programme Promotion	69.4	30.6	-	100.0
TOTALS	18.8	64.3	16.9	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-25. Sound Radio Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on French Stations - CBC (Total), January 15-21, 1956 (in percent)

Class of Programme	French Stations - CBC (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	14.5	-	85.5	100.0
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	25.0	-	75.0	100.0
5. Social & Human Relations	-	-	100.0	100.0
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	40.0	-	60.0	100.0
8. "Feedback" Programmes	-	-	-	-
9. Religion	16.0	-	84.0	100.0
10. Fine Arts, Literature, etc.	-	-	100.0	100.0
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	-	100.0	100.0
13. Family Living & Shopping	28.6	28.6	42.8	100.0
13a. Family Living	28.6	28.6	42.8	100.0
13b. Merchandising	-	-	-	-
14. Music Programmes	0.6	13.7	85.7	100.0
14a. Serious	1.2	1.2	97.6	100.0
14b. Light	-	7.9	92.1	100.0
14c. Popular and Dance	-	32.8	67.2	100.0
14d. Folk, Western, Old, etc.	-	-	100.0	100.0
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	100.0	100.0
15a. Serious	-	-	100.0	100.0
15b. Domestic	-	-	100.0	100.0
15c. Comedy	-	-	100.0	100.0
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	100.0	100.0
16. Variety	-	-	-	-
17. Personalities	-	-	100.0	100.0
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	14.3	-	85.7	100.0
19a. Sports News & Interviews	14.3	-	85.7	100.0
19b. Sports Events	-	-	-	-
20. Children's Programmes	-	-	100.0	100.0
20a. Youth Educational Progs.	-	-	100.0	100.0
20b-f. Children's Drama	-	-	100.0	100.0
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	100.0	100.0
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	100.0	100.0
TOTALS	4.1	8.3	87.6	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-26. Sound Radio Programme Time by Class of Programme and Origin Within Canada: General Audience Hours\* on French Stations - Private (French Network and Unaffiliated), January 15-21, 1956 (in percent)

Class of Programme	French Stations - Private							
	French Network				Unaffiliated			
	Local Material		Net-work	Total	Local Material		Net-work	Total
	Live	Re-corded			Live	Re-corded		
1. News & Weather	52.7	7.5	39.8	100.0	95.1	4.9	-	100.0
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	50.0	50.0	-	100.0	-	100.0	-	100.0
4. Pol. & Pub. Aff.	11.3	-	88.7	100.0	-	100.0	-	100.0
5. Soc. & Human Rel.	4.5	59.4	36.1	100.0	8.2	91.8	-	100.0
6. Misc. Information	3.0	70.0	-	100.0	44.4	55.6	-	100.0
7. Canadian Activ.	16.1	61.5	22.4	100.0	3.1	96.9	-	100.0
8. "Feedback" Progs.	-	-	-	-	27.8	72.2	-	100.0
9. Religion	56.9	21.5	21.6	100.0	47.6	52.4	-	100.0
10. Fine Arts, etc.	1.6	-	98.4	100.0	-	100.0	-	100.0
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	5.8	13.3	80.9	100.0	13.2	86.8	-	100.0
13. Fam. Living, etc.	44.5	37.3	18.2	100.0	65.9	34.1	-	100.0
13a. Family Living	47.2	32.1	20.7	100.0	73.0	27.0	-	100.0
13b. Merchandising	25.0	75.0	-	100.0	49.5	50.5	-	100.0
14. Music Programmes	0.6	61.2	38.2	100.0	0.4	99.6	-	100.0
14a. Serious	0.4	12.7	86.9	100.0	-	100.0	-	100.0
14b. Light	-	63.8	36.2	100.0	-	100.0	-	100.0
14c. Popular	0.1	92.6	7.3	100.0	-	100.0	-	100.0
14d. Folk, etc.	5.6	89.4	5.0	100.0	5.1	94.9	-	100.0
14e. Prose & Poetry	-	-	-	-	-	-	-	-
15. Drama Programmes	-	2.3	97.7	100.0	25.0	75.0	-	100.0
15a. Serious	-	-	100.0	100.0	-	-	-	-
15b. Domestic	-	-	100.0	100.0	50.0	50.0	-	100.0
15c. Comedy	-	-	100.0	100.0	-	-	-	-
15d. Crime, etc.	-	-	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	25.0	75.0	100.0	-	100.0	-	100.0
16. Variety	-	100.0	-	100.0	9.8	90.2	-	100.0
17. Personalities	-	6.3	93.7	100.0	-	100.0	-	100.0
18. Quiz, Games, etc.	30.4	69.6	-	100.0	2.1	97.9	-	100.0
19. Sports Progs.	87.1	1.0	11.9	100.0	86.8	13.2	-	100.0
19a. News	80.8	1.5	17.7	100.0	86.1	13.9	-	100.0
19b. Events	100.0	-	-	100.0	100.0	-	-	100.0
20. Children's Progs.	11.1	48.9	40.0	100.0	29.8	70.2	-	100.0
20a. Youth Educ.	-	11.3	88.7	100.0	26.5	73.5	-	100.0
20b-f. Drama	-	63.0	37.0	100.0	-	100.0	-	100.0
20b. Crime, etc.	-	100.0	-	100.0	-	100.0	-	100.0
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	100.0	100.0	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	35.6	64.4	-	100.0	31.0	69.0	-	100.0
20h. Quiz, etc.	9.5	90.5	-	100.0	-	100.0	-	100.0
20i. Other	-	45.4	54.6	100.0	50.0	50.0	-	100.0
21. Prog. Promo.	100.0	-	-	100.0	-	-	-	-
TOTALS	13.0	42.8	44.2	100.0	19.5	80.5	-	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

Table IV-27. Sound Radio Programme Time by Class of Programme and Origin  
 Within Canada: General Audience Hours\* on French Stations - Private  
 (Total), January 15-21, 1956. (in percent)

Class of Programme	French Stations - Private (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	77.2	6.0	16.8	100.0
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	20.0	80.0	-	100.0
4. Political & Other Public Aff.	7.8	31.0	61.2	100.0
5. Social & Human Relations	5.5	68.1	26.4	100.0
6. Misc. Information	36.8	63.2	-	100.0
7. Canadian Activities & Heritage	9.8	78.8	11.4	100.0
8. "Feedback" Programmes	27.8	72.2	-	100.0
9. Religion	52.0	37.8	10.2	100.0
10. Fine Arts, Literature, etc.	1.5	6.0	92.5	100.0
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	7.5	30.0	62.5	100.0
13. Family Living & Shopping	55.9	35.6	8.5	100.0
13a. Family Living	59.4	29.7	10.9	100.0
13b. Merchandising	43.0	57.0	-	100.0
14. Music Programmes	0.5	80.8	18.7	100.0
14a. Serious	0.3	26.1	73.6	100.0
14b. Light	-	80.2	19.8	100.0
14c. Popular and Dance	#	97.4	2.6	100.0
14d. Folk, Western, Old, etc.	5.4	92.1	2.5	100.0
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	1.1	5.5	93.4	100.0
15a. Serious	-	-	100.0	100.0
15b. Domestic	2.3	2.3	95.4	100.0
15c. Comedy	-	-	100.0	100.0
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	40.0	60.0	100.0
16. Variety	6.7	93.3	-	100.0
17. Personalities	-	31.8	68.2	100.0
18. Quiz, Games and Contests	11.5	88.5	-	100.0
19. Sports Programmes	86.9	7.7	5.4	100.0
19a. Sports News & Interviews	84.2	9.3	6.5	100.0
19b. Sports Events	100.0	-	-	100.0
20. Children's Programmes	18.8	57.6	23.6	100.0
20a. Youth Educational Progs.	7.9	29.9	62.2	100.0
20b-f. Children's Drama	-	71.7	28.3	100.0
20b. Crime, Western, etc.	-	100.0	-	100.0
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	100.0	100.0
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	33.6	66.4	-	100.0
20h. Quiz, Games & Contests	6.1	93.9	-	100.0
20i. Other Children's Progs.	37.8	48.9	13.3	100.0
21. Programme Promotion	100.0	-	-	100.0
TOTALS	16.1	60.7	23.2	100.0

\* Monday - Friday, 6:30 to 9:00 p.m.  
 Saturday, sign-on to 9:00 p.m.  
 Sunday, sign-on to 9:00 p.m.

# Less than .05 percent



Table IV-28. Sound Radio Programme Time: General Audience Hours\*  
in Local Material Which Was Live, by Percentage in Class of  
Programme by Class of Station (English),  
January 15-21, 1956

Class of Programme	Local Material - LIVE						
	English Stations - CBC			English Stations - Private			
	Trans- Canada	Dominion	Total	Trans- Canada	Dominion	Unaffil- iated	Total
1. News & Weather	45.3	37.5	39.8	38.7	45.2	50.9	46.3
2. Nature & Science	-	-	-	-	-	-	-
3. Foreign Lands	-	-	-	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	1.4	2.3	1.5
5. Soc. & Human Rel.	-	-	-	0.8	0.7	1.6	1.1
6. Misc. Information	-	-	-	-	0.6	0.3	0.4
7. Canadian Activ.	-	-	-	2.1	2.4	1.3	1.9
8. "Feedback" Progs.	-	-	-	-	-	-	-
9. Religion	-	19.5	13.7	21.4	25.6	17.7	21.5
10. Fine Arts, etc.	-	9.7	6.9	0.3	0.4	-	0.2
11. Dance	-	-	-	-	-	-	-
12. Agriculture, etc.	11.8	-	3.4	3.5	1.8	1.0	1.8
13. Fam. Living, etc.	-	-	-	5.3	3.2	2.4	3.3
13a. Family Living	-	-	-	5.1	2.6	2.3	3.0
13b. Merchandising	-	-	-	0.2	0.6	0.1	0.3
14. Music Programmes	-	9.7	6.9	5.4	3.3	4.3	4.1
14a. Serious	-	-	-	-	-	0.6	0.3
14b. Light	-	-	-	1.4	-	0.9	0.6
14c. Popular	-	9.7	6.9	1.6	1.6	1.5	1.6
14d. Folk, etc.	-	-	-	2.4	1.7	1.3	1.6
14e. Prose & Poetry	-	-	-	-	-	-	-
15. Drama Programmes	-	-	-	1.0	-	-	0.2
15a. Serious	-	-	-	-	-	-	-
15b. Domestic	-	-	-	-	-	-	-
15c. Comedy	-	-	-	-	-	-	-
15d. Crime, etc.	-	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-
15g. Other	-	-	-	1.0	-	-	0.2
16. Variety	-	-	-	-	0.9	0.4	0.5
17. Personalities	-	-	-	1.6	-	3.3	1.6
18. Quiz, Games, etc.	-	-	-	1.6	0.1	2.3	1.3
19. Sports Progs.	7.8	23.6	19.0	12.0	10.5	8.5	10.0
19a. News	7.8	23.6	19.0	12.0	8.9	8.5	9.3
19b. Events	-	-	-	-	1.6	-	0.7
20. Children's Progs.	23.4	-	6.9	6.3	3.9	3.3	4.1
20a. Youth Educ.	-	-	-	0.5	-	0.4	0.3
20b.-f. Drama	-	-	-	1.4	1.4	1.9	1.6
20b. Crime, etc.	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	1.4	1.4	1.9	1.6
20e. Serious	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-
20g. Variety	-	-	-	2.9	0.8	1.0	1.2
20h. Quiz, etc.	-	-	-	-	0.5	-	0.2
20i. Other	23.4	-	6.9	1.5	1.2	-	0.8
21. Prog. Promo.	11.7	-	3.4	-	#	0.4	0.2
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\* Monday-Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

# Less than .05 per cent

Table IV-29. Sound Radio Programme Time: General Audience Hours\*  
in Local Material Which Was Recorded, by Percentage in Class  
of Programme by Class of Station (English),  
January 15-21, 1956

Class of Programme	Local Material - RECORDED						
	English Stations - CBC			English Stations - Private			
	Trans-Canada	Dominion	Total	Trans-Canada	Dominion	Unaffiliated	Total
1. News & Weather	-	-	-	0.2	0.2	0.2	0.2
2. Nature & Science	-	1.4	1.2	-	#	#	#
3. Foreign Lands	-	-	-	1.0	0.3	-	0.3
4. Pol. & Pub. Aff.	-	1.2	1.0	0.8	1.0	0.8	0.9
5. Soc. & Human Rel.	-	-	-	1.1	0.8	0.7	0.8
6. Misc. Information	-	-	-	1.6	0.8	0.9	1.0
7. Canadian Activ.	-	-	-	0.4	0.9	0.4	0.6
8. "Feedback" Progs.	-	-	-	-	-	-	-
9. Religion	-	2.8	2.4	10.5	15.6	10.1	12.3
10. Fine Arts, etc.	-	-	-	0.4	-	-	0.1
11. Dance	-	-	-	-	-	-	-
12. Agriculture, etc.	-	1.2	1.0	1.2	0.3	0.2	0.4
13. Fam. Living, etc.	-	1.6	1.3	1.4	1.9	1.8	1.7
13a. Family Living	-	1.6	1.3	1.3	1.6	1.7	1.6
13b. Merchandising	-	-	-	0.1	0.3	0.1	0.1
14. Music Programmes	100.0	81.4	84.5	69.4	63.6	69.4	67.2
14a. Serious	19.7	7.2	9.2	1.2	0.8	1.0	1.0
14b. Light	17.7	5.2	7.3	10.7	4.8	8.0	7.2
14c. Popular	62.6	50.0	52.2	47.2	43.3	49.6	46.7
14d. Folk, etc.	-	19.0	15.8	10.3	14.3	10.8	12.1
14e. Prose & Poetry	-	-	-	-	0.4	-	0.2
15. Drama Programmes	-	2.4	2.0	3.3	4.1	6.0	4.7
15a. Serious	-	-	-	-	1.1	0.5	0.6
15b. Domestic	-	-	-	-	-	0.5	0.2
15c. Comedy	-	-	-	1.0	0.1	1.1	0.7
15d. Crime, etc.	-	2.4	2.0	2.3	2.6	2.8	2.6
15e. Romantic	-	-	-	-	0.3	0.4	0.3
15f. Musical Com.	-	-	-	-	-	0.2	0.1
15g. Other	-	-	-	-	-	0.5	0.2
16. Variety	-	-	-	2.1	2.5	3.7	2.9
17. Personalities	-	-	-	-	0.1	0.7	0.4
18. Quiz, Games, etc.	-	-	-	1.5	2.1	0.9	1.5
19. Sports Progs.	-	3.2	2.6	0.7	1.2	1.0	1.1
19a. News	-	3.2	2.6	0.7	1.2	0.8	1.0
19b. Events	-	-	-	-	-	0.2	0.1
20. Children's Progs.	-	4.8	4.0	4.4	4.6	3.2	3.9
20a. Youth Educ.	-	-	-	0.6	0.4	0.6	0.5
20b.-f. Drama	-	-	-	1.3	2.3	1.6	1.8
20b. Crime, etc.	-	-	-	1.3	1.9	1.2	1.5
20c. Comedy	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	0.4	0.4	0.3
20e. Serious	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-
20g. Variety	-	4.8	4.0	1.8	1.2	0.3	0.9
20h. Quiz, etc.	-	-	-	0.3	0.2	#	0.1
20i. Other	-	-	-	0.4	0.5	0.7	0.6
21. Prog. Promo.	-	-	-	-	0.1	-	#
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\* Monday-Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

# Less than .05 per cent

Table IV-30. Sound Radio Programme Time: General Audience Hours\*  
in Network Material, by Percentage in Class of Programmes  
by Class of Station (English), January 15-21, 1956

Class of Programme	Network Material						
	English Stations - CBC			English Stations - Private			
	Trans-Canada	Dominion	Total	Trans-Canada	Dominion	Unaffiliated	Total
1. News & Weather	6.3	0.4	5.8	8.5	1.7	-	4.3
2. Nature & Science	0.3	-	0.3	0.5	-	-	0.2
3. Foreign Lands	1.9	-	1.7	-	1.1	-	0.7
4. Pol. & Pub. Aff.	3.9	-	3.6	8.1	2.4	-	4.6
5. Soc. & Human Rel.	1.2	4.0	1.4	5.1	4.5	-	4.7
6. Misc. Information	-	-	-	-	-	-	-
7. Canadian Activ.	5.2	-	4.8	3.9	2.3	-	2.8
8. "Feedback" Progs.	0.7	-	0.6	0.3	-	-	0.1
9. Religion	7.5	4.0	7.2	3.8	4.7	-	4.4
10. Fine Arts, etc.	5.4	4.0	5.4	5.1	1.9	-	3.1
11. Dance	-	-	-	-	-	-	-
12. Agriculture, etc.	1.7	-	1.6	3.6	0.6	-	1.7
13. Fam. Living, etc.	0.6	-	0.6	0.7	0.3	-	0.4
13a. Family Living	0.6	-	0.6	0.7	0.3	-	0.4
13b. Merchandising	-	-	-	-	-	-	-
14. Music Programmes	46.0	53.8	46.6	42.4	48.5	85.7	46.6
14a. Serious	23.3	15.9	22.6	25.7	16.6	51.4	20.5
14b. Light	8.7	8.0	8.7	9.0	12.7	34.3	11.5
14c. Popular	5.5	8.0	5.7	1.8	6.8	-	4.8
14d. Folk, etc.	8.5	21.9	9.6	5.9	12.1	-	9.6
14e. Prose & Poetry	-	-	-	-	0.3	-	0.2
15. Drama Programmes	8.0	9.9	8.1	9.2	11.9	14.3	10.9
15a. Serious	4.3	-	4.0	6.7	-	-	2.5
15b. Domestic	-	-	-	-	-	-	-
15c. Comedy	2.7	9.9	3.2	2.0	11.6	14.3	8.0
15d. Crime, etc.	1.0	-	0.9	0.5	0.3	-	0.4
15e. Romantic	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-	-
16. Variety	1.0	8.0	1.5	1.0	5.5	-	3.7
17. Personalities	1.0	-	0.9	0.3	1.1	-	0.8
18. Quiz, Games, etc.	-	-	-	-	-	-	-
19. Sports Progs.	4.2	6.0	4.4	5.2	7.4	-	6.4
19a. News	2.5	6.0	2.8	0.5	3.7	-	2.4
19b. Events	1.7	-	1.6	4.7	3.7	-	4.0
20. Children's Progs.	5.0	9.9	5.4	2.3	6.1	-	4.6
20a. Youth Educ.	3.0	-	2.8	1.8	0.4	-	1.0
20b.-f. Drama	0.8	4.0	1.1	0.5	4.5	-	2.9
20b. Crime, etc.	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-
20d. Fairy Tales	0.8	4.0	1.1	0.5	4.5	-	2.9
20e. Serious	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-
20g. Variety	-	3.9	0.3	-	1.0	-	0.6
20h. Quiz, etc.	-	-	-	-	-	-	-
20i. Other	1.2	2.0	1.2	-	0.2	-	0.1
21. Prog. Promo.	0.1	-	0.1	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\* Monday-Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table IV-31. Sound Radio Programme Time: General Audience Hours\*  
in Local Material Which Was Live, by Percentage in Class of  
Programme by Class of Station (French),  
January 15-21, 1956

Class of Programme	Local Material - LIVE			
	French Stations - CBC	French Stations - Private		Total
		French Network	Un-affiliated	
1. News & Weather	14.9	23.1	42.3	34.1
2. Nature & Science	-	-	-	-
3. Foreign Lands	-	0.5	-	0.2
4. Pol. & Pub. Aff.	23.9	2.0	-	0.9
5. Soc. & Human Rel.	-	1.1	0.5	0.8
6. Misc. Information	-	0.6	0.5	0.5
7. Canadian Activ.	16.0	3.0	0.4	1.5
8. "Feedback" Progs.	-	-	0.4	0.2
9. Religion	23.9	39.2	27.2	32.3
10. Fine Arts, etc.	-	0.5	-	0.2
11. Dance	-	-	-	-
12. Agriculture, etc.	-	1.1	0.5	0.8
13. Fam. Living, etc.	10.6	5.4	6.6	6.1
13a. Family Living	10.6	5.0	5.1	5.1
13b. Merchandising	-	0.4	1.5	1.0
14. Music Programmes	8.0	2.6	1.2	1.8
14a. Serious	8.0	0.6	-	0.2
14b. Light	-	-	-	-
14c. Popular	-	0.2	-	0.1
14d. Folk, etc.	-	1.8	1.2	1.5
14e. Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	0.4	0.2
15a. Serious	-	-	-	-
15b. Domestic	-	-	0.4	0.2
15c. Comedy	-	-	-	-
15d. Crime, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Com.	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	0.7	0.4
17. Personalities	-	-	-	-
18. Quiz, Games, etc.	-	1.3	0.1	0.6
19. Sports Progs.	2.7	16.1	14.5	15.2
19a. News	2.7	10.0	13.6	12.1
19b. Events	-	6.1	0.9	3.1
20. Children's Programmes	-	3.3	4.7	4.1
20a. Youth Educ.	-	-	0.9	0.5
20b.-f. Drama	-	-	-	-
20b. Crime, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	2.9	1.5	2.1
20h. Quiz, etc.	-	0.4	-	0.2
20i. Other	-	-	2.3	1.3
21. Prog. Promo.	-	0.2	-	0.1
TOTALS	100.0	100.0	100.0	100.0

\* Monday-Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.



Table IV-32. Sound Radio Programme Time: General Audience Hours\*  
in Local Material Which Was Recorded by Percentage in Class  
of Programme by Class of Station (French),  
January 15-21, 1956

Class of Programme	Local Material - RECORDED			
	French Stations - CBC Total	French Stations - Private		Total
		French Network	Un- affiliated	
1. News & Weather	-	1.0	0.5	0.7
2. Nature & Science	-	-	-	-
3. Foreign Lands	-	0.2	0.3	0.2
4. Pol. & Pub. Aff.	-	-	1.4	0.9
5. Soc. & Human Rel.	-	4.4	1.5	2.6
6. Misc. Information	-	0.4	0.2	0.2
7. Canadian Activ.	-	3.5	3.1	3.3
8. "Feedback" Progs.	-	-	0.3	0.2
9. Religion	-	4.5	7.2	6.2
10. Fine Arts, etc.	-	-	0.4	0.3
11. Dance	-	-	-	-
12. Agriculture, etc.	-	0.8	0.9	0.8
13. Fam. Living, etc.	5.2	1.4	0.8	1.0
13a. Family Living	5.2	1.0	0.5	0.7
13b. Merchandising	-	0.4	0.3	0.3
14. Music Programmes	94.8	76.6	76.4	76.5
14a. Serious	3.9	5.3	4.5	4.8
14b. Light	10.1	11.8	9.0	10.1
14c. Popular	80.8	50.6	57.5	54.9
14d. Folk, etc.	-	8.9	5.4	6.7
14e. Prose & Poetry	-	-	-	-
15. Drama Programmes	-	0.3	0.3	0.3
15a. Serious	-	-	-	-
15b. Domestic	-	-	0.1	0.1
15c. Comedy	-	-	-	-
15d. Crime, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Com.	-	-	-	-
15g. Other	-	0.3	0.2	0.2
16. Variety	-	1.3	1.5	1.4
17. Personalities	-	0.7	0.6	0.4
18. Quiz, Games, etc.	-	0.5	1.5	1.3
19. Sports Progs.	-	0.1	0.5	0.4
19a. News	-	0.1	0.5	0.4
19b. Events	-	-	-	-
20. Children's Progs.	-	4.4	2.6	3.3
20a. Youth Educ.	-	0.3	0.5	0.5
20b.-f. Drama	-	1.1	0.3	0.6
20b. Crime, etc.	-	1.1	0.3	0.6
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	1.6	0.8	1.1
20h. Quiz, etc.	-	1.1	0.4	0.6
20i. Other	-	0.3	0.6	0.5
21. Prog. Promo.	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0

\* Monday-Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table IV-33. Sound Radio Programme Time: General Audience Hours\*  
in Network Material, by Percentage in Class of Programme by  
Class of Station (French) January 15-21, 1956

Class of Programme	Network Material			
	French Stations - CBC Total	French Stations - Private		
		French Network	Un- affiliated	Total
1. News & Weather	4.1	5.1	-	5.1
2. Nature & Science	-	-	-	-
3. Foreign Lands	-	-	-	-
4. Pol. & Pub. Aff.	3.3	4.7	-	4.7
5. Soc. & Human Rel.	0.7	2.6	-	2.6
6. Misc. Information	-	-	-	-
7. Canadian Activ.	1.1	1.2	-	1.2
8. "Feedback" Progs.	-	-	-	-
9. Religion	5.8	4.4	-	4.4
10. Fine Arts, etc.	4.8	10.1	-	10.1
11. Dance	-	-	-	-
12. Agriculture, etc.	1.5	4.5	-	4.5
13. Fam. Living, etc.	0.7	0.7	-	0.7
13a. Family Living	0.7	0.7	-	0.7
13b. Merchandising	-	-	-	-
14. Music Programmes	56.6	46.3	-	46.3
14a. Serious	29.3	35.5	-	35.5
14b. Light	11.1	6.5	-	6.5
14c. Popular	15.8	3.8	-	3.8
14d. Folk, etc.	0.4	0.5	-	0.5
14e. Prose & Poetry	-	-	-	-
15. Drama Programmes	9.6	13.8	-	13.8
15a. Serious	2.2	3.9	-	3.9
15b. Domestic	5.2	6.6	-	6.6
15c. Comedy	1.5	2.3	-	2.3
15d. Crime, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Com.	-	-	-	-
15g. Other	0.7	1.0	-	1.0
16. Variety	-	-	-	-
17. Personalities	3.0	2.4	-	2.4
18. Quiz, Games, etc.	-	-	-	-
19. Sports Progs.	0.7	0.7	-	0.7
19a. News	0.7	0.7	-	0.7
19b. Events	-	-	-	-
20. Children's Progs.	6.3	3.5	-	3.5
20a. Youth Educ.	3.0	2.5	-	2.5
20b.-f. Drama	3.3	0.7	-	0.7
20b. Crime etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	3.3	0.7	-	0.7
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	-	-	-
20h. Quiz, etc.	-	-	-	-
20i. Other	-	0.3	-	0.3
21. Prog. Promo.	1.8	-	-	-
TOTALS	100.0	100.0	-	100.0

\* Monday-Friday, 6:30 to 9:00 p.m.  
Saturday, sign-on to 9:00 p.m.  
Sunday, sign-on to 9:00 p.m.

Table V-1. Sound Radio Programme Time: Children Hours\* on the Individual Stations by Class of Station, January 15-21, 1956

Stations by Class of Station	Time on the Air	
	In Minutes	In Hours
CBC Stations (English)	3,000	50.0
Trans-Canada:	2,400	40.0
CBI - Sydney	600	10.0
CBL - Toronto	600	10.0
CBU - Vancouver	600	10.0
CBW - Winnipeg	600	10.0
Dominion:	600	10.0
CJBC - Toronto	600	10.0
Private Stations (English)	22,424	373.7
Trans-Canada:	4,800	80.0
CKPR - Fort William	600	10.0
CFNB - Fredericton	600	10.0
CKOV - Kelowna	600	10.0
CJOC - Lethbridge	600	10.0
CJIC - Sault Ste. Marie	600	10.0
CHSJ - St. John, N. B.	600	10.0
CKGB - Timmins	600	10.0
CJAT - Trail	600	10.0
Dominion:	9,600	160.0
CJFX - Antigonish	600	10.0
CKX - Brandon	600	10.0
CFCN - Calgary	600	10.0
CFCY - Charlottetown	600	10.0
CHWK - Chilliwack	600	10.0
CFRN - Edmonton	600	10.0
CFPL - London	600	10.0
CKCW - Moncton	600	10.0
CFCF - Montreal	600	10.0
CHAB - Moose Jaw	600	10.0
CKOY - Ottawa	600	10.0
CHOV - Pembroke	600	10.0
CFQC - Saskatoon	600	10.0
CKTS - Sherbrooke	600	10.0
CJOR - Vancouver	600	10.0
CKRC - Winnipeg	600	10.0
Unaffiliated:	8,024	133.7
CKBC - Bathurst	600	10.0
CKXL - Calgary	600	10.0
CKGR - Galt	224	3.7
CJCH - Halifax	600	10.0
CJAD - Montreal	600	10.0
CJNB - North Battleford	600	10.0
CKOM - Saskatoon	600	10.0
CJON - St. Johns	600	10.0
CJRW - Summerside	600	10.0
CFRB - Toronto	600	10.0
CKEY - Toronto	600	10.0
CKWX - Vancouver	600	10.0
CKDA - Victoria	600	10.0
CJOB - Winnipeg	600	10.0

\* Monday - Friday, 4:30 to 6:30 p.m.

(continued)

Table V-1. (continued)

Stations by Class of Station	Time on the Air	
	In Minutes	In Hours
CBC Stations (French)	1,158	19.3
CBAF - Moncton	558	9.3
CBF - Montreal	600	10.0
Private Stations (French)	10,200	170.0
Network Affiliated:	5,400	90.0
CJEM - Edmunston	600	10.0
CFRG - Gravelbourg	600	10.0
CKCH - Hull	600	10.0
CHNC - New Carlisle	600	10.0
CJBR - Rimouski	600	10.0
CHLT - Sherbrooke	600	10.0
CKSB - St. Boniface	600	10.0
CHGB - Ste. Anne de la Pocatiere	600	10.0
CKVD - Val d'Or	600	10.0
Unaffiliated:	4,800	80.0
CJMT - Chicoutimi	600	10.0
CHEF - Granby	600	10.0
CKRS - Jonquiere	600	10.0
CKBM - Montmagny	600	10.0
CKAC - Montreal	600	10.0
CHRC - Quebec	600	10.0
CHRL - Roberval	600	10.0
CKVL - Verdun	600	10.0



Table V-2. Sound Radio Programme Time by Class of Programme:  
 Children Hours\* on English Stations - CBC  
 (Trans-Canada, Dominion and Total),  
 January 15-21, 1956

Class of Programme	English Stations - CBC					
	Trans-Canada		Dominion		Total	
	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent
1. News & Weather	208	8.7	26	4.3	234	7.8
2. Nature & Science	-	-	-	-	-	-
3. Foreign Lands	-	-	-	-	-	-
4. Pol. & Pub. Aff.	40	1.7	-	-	40	1.3
5. Soc. & Human Rel.	-	-	-	-	-	-
6. Misc. Information	15	0.6	-	-	15	0.5
7. Canadian Activ.	210	8.8	-	-	210	7.0
8. "Feedback" Progs.	-	-	-	-	-	-
9. Religion	-	-	-	-	-	-
10. Fine Arts, etc.	75	3.1	-	-	75	2.5
11. Dance	-	-	-	-	-	-
12. Agriculture, etc.	150	6.2	-	-	150	5.0
13. Fam. Living, etc.	50	2.1	-	-	50	1.7
13a. Family Living	50	2.1	-	-	50	1.7
13b. Merchandising	-	-	-	-	-	-
14. Music Programmes	1,017	42.4	574	95.7	1,591	53.0
14a. Serious	515	21.5	-	-	515	17.2
14b. Light	50	2.1	-	-	50	1.7
14c. Popular	312	13.0	574	95.7	886	29.5
14d. Folk, etc.	140	5.8	-	-	140	4.6
14e. Prose & Poetry	-	-	-	-	-	-
15. Drama Programmes	75	3.1	-	-	75	2.5
15a. Serious	75	3.1	-	-	75	2.5
15b. Domestic	-	-	-	-	-	-
15c. Comedy	-	-	-	-	-	-
15d. Crime, etc.	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-
16. Variety	-	-	-	-	-	-
17. Personalities	60	2.5	-	-	60	2.0
18. Quiz, Games, etc.	-	-	-	-	-	-
19. Sports Progs.	25	1.0	-	-	25	0.8
19a. News	25	1.0	-	-	25	0.8
19b. Events	-	-	-	-	-	-
20. Children's Prog.	450	18.8	-	-	450	15.0
20a. Youth Educ.	315	13.2	-	-	315	10.5
20b.-f. Drama	90	3.7	-	-	90	3.0
20b. Crime, etc.	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-
20d. Fairy Tales	90	3.7	-	-	90	3.0
20e. Serious	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-
20i. Other	45	1.9	-	-	45	1.5
21. Prog. Promo.	25	1.0	-	-	25	0.9
TOTALS	2,400	100.0	600	100.0	3,000	100.0

\* Monday-Friday, 4:30 to 6:30 p.m.

Table V-3. Sound Radio Programme Time by Class of Programme: Children Hours\* on English Stations - Private (Trans-Canada, Dominion, Unaffiliated and Total), January 15-21, 1956

Class of Programme	English Stations - Private							
	Trans-Canada		Dominion		Un-affiliated		Total	
	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent
1. News & Weather	583	12.1	1,211	12.6	1,148	14.3	2,942	13.1
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	-	-	-	-	-	-	-	-
4. Pol. & Pub. Aff.	19	0.4	25	0.3	-	-	44	0.2
5. Soc. Rel.	-	-	24	0.2	-	-	24	0.1
6. Misc. Info.	-	-	60	0.6	50	0.6	110	0.5
7. Canadian Activ.	207	4.3	69	0.7	-	-	276	1.2
8. "Feedback"	-	-	-	-	-	-	-	-
9. Religion	-	-	15	0.2	-	-	15	0.1
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agric., etc.	150	3.1	99	1.0	54	0.7	303	1.4
13. Fam. Liv. etc.	248	5.2	274	2.9	113	1.4	635	2.8
13a. Fam. Living	108	2.3	175	1.8	113	1.4	396	1.8
13b. Mds.	140	2.9	99	1.1	-	-	239	1.0
14. Music	2,768	57.7	6,478	67.5	5,413	67.5	14,659	65.4
14a. Serious	-	-	120	1.3	-	-	120	0.5
14b. Light	316	6.6	158	1.7	191	2.4	665	3.0
14c. Popular	2,082	43.4	4,822	50.2	3,963	49.4	10,867	48.5
14d. Folk, etc.	370	7.7	1,366	14.2	1,259	15.7	2,995	13.4
14e. Prose, etc.	-	-	12	0.1	-	-	12	#
15. Drama	150	3.1	255	2.7	-	-	405	1.8
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	150	3.1	30	0.3	-	-	180	0.8
15c. Comedy	-	-	75	0.8	-	-	75	0.3
15d. Crime, etc.	-	-	120	1.3	-	-	120	0.5
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	30	0.3	-	-	30	0.2
16. Variety	-	-	-	-	150	1.9	150	0.7
17. Personalities	95	2.0	-	-	29	0.4	124	0.6
18. Quiz, etc.	15	0.3	8	0.1	25	0.3	48	0.2
19. Sports Progs.	190	4.0	415	4.3	343	4.3	948	4.2
19a. News	190	4.0	415	4.3	343	4.3	948	4.2
19b. Events	-	-	-	-	-	-	-	-
20. Children's	375	7.8	617	6.4	650	8.1	1,642	7.3
20a. Youth Educ.	15	0.3	-	-	-	-	15	0.1
20b-f. Drama	120	2.5	255	2.7	65	0.8	440	2.0
20b. Crime	-	-	165	1.7	65	0.8	230	1.0
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy T.	120	2.5	90	1.0	-	-	210	1.0
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	90	1.9	180	1.9	275	3.4	545	2.4
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	150	3.1	182	1.8	310	3.9	642	2.8
21. Prog. Promo.	-	-	50	0.5	49	0.5	99	0.4
TOTALS	4,800	100.0	9,600	100.0	8,024	100.0	22,424	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

# Less than .05 percent

Table V-4. Sound Radio Programme Time by Class of Programme:  
 Children Hours\* on French Stations - CBC  
 January 15-21, 1956

Class of Programme	French Stations - CBC	
	Minutes	Percent
1. News and Weather	87	7.5
2. Nature and Science	-	-
3. Foreign Lands and Peoples	-	-
4. Political & Other Public Aff.	-	-
5. Social & Human Relations	-	-
6. Misc. Information	-	-
7. Canadian Activities & Heritage	15	1.3
8. "Feedback" Programmes	-	-
9. Religion	75	6.5
10. Fine Arts, Literature, etc.	-	-
11. Dance	-	-
12. Agriculture, Fisheries, etc.	75	6.5
13. Family Living & Shopping	-	-
13a. Family Living	-	-
13b. Merchandising	-	-
14. Music Programmes	691	59.6
14a. Serious	246	21.2
14b. Light	20	1.7
14c. Popular and Dance	425	36.7
14d. Folk, Western, Old, etc.	-	-
14e. Readings of Prose & Poetry	-	-
15. Drama Programmes	15	1.3
15a. Serious	-	-
15b. Domestic	15	1.3
15c. Comedy	-	-
15d. Crime, Western, etc.	-	-
15e. Romantic	-	-
15f. Musical Comedy	-	-
15g. Other	-	-
16. Variety	-	-
17. Personalities	-	-
18. Quiz, Games and Contests	-	-
19. Sports Programmes	50	4.3
19a. Sports News & Interviews	50	4.3
19b. Sports Events	-	-
20. Children's Programmes	75	6.5
20a. Youth Educational Progs.	-	-
20b-f. Children's Drama	75	6.5
20b. Crime, Western, etc.	-	-
20c. Comedy	-	-
20d. Fairy Tales	75	6.5
20e. Serious	-	-
20f. Other	-	-
20g. Children's Variety	-	-
20h. Quiz, Games & Contests	-	-
20i. Other Children's Progs.	-	-
21. Programme Promotion	75	6.5
TOTALS	1,158	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-4-A. Sound Radio Programme Time by Class of Programme:  
 Children Hours\* on French Stations - Private  
 (French Network, Unaffiliated and Total)  
 January 15-21, 1956.

Class of Programme	French Stations - Private					
	French Network		Unaffiliated		Total	
	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent
1. News & Weather	704	13.0	593	12.4	1,297	12.8
2. Nature & Science	-	-	-	-	-	-
3. Foreign Lands	-	-	-	-	-	-
4. Pol. & Pub. Aff.	60	1.1	5	0.1	65	0.6
5. Soc. & Human Rel.	75	1.4	-	-	75	0.7
6. Misc. Information	50	0.9	10	0.2	60	0.6
7. Canadian Activ.	75	1.4	5	0.1	80	0.8
8. "Feedback" Progs.	-	-	-	-	-	-
9. Religion	60	1.1	75	1.6	135	1.3
10. Fine Arts, etc.	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-
12. Agriculture, etc.	25	0.5	150	3.1	175	1.7
13. Fam. Living, etc.	270	5.0	599	12.5	869	8.5
13a. Family Living	170	3.1	292	6.1	462	4.5
13b. Merchandising	100	1.9	307	6.4	407	4.0
14. Music Programmes	2,827	52.4	2,993	62.3	5,820	57.1
14a. Serious	190	3.5	75	1.6	265	2.6
14b. Light	320	5.9	120	2.5	440	4.3
14c. Popular	2,102	39.0	2,699	56.2	4,801	47.1
14d. Folk, etc.	215	4.0	99	2.0	314	3.1
14e. Prose & Poetry	-	-	-	-	-	-
15. Drama Programmes	450	8.3	-	-	450	4.4
15a. Serious	-	-	-	-	-	-
15b. Domestic	450	8.3	-	-	450	4.4
15c. Comedy	-	-	-	-	-	-
15d. Crime, etc.	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-
16. Variety	-	-	-	-	-	-
17. Personalities	-	-	25	0.5	25	0.2
18. Quiz, Games, etc.	65	1.2	126	2.6	191	1.9
19. Sports Progs.	169	3.1	125	2.6	294	2.9
19a. News	169	3.1	125	2.6	294	2.9
19b. Events	-	-	-	-	-	-
20. Children's Prog.	570	10.6	75	1.6	645	6.3
20a. Youth Educ.	-	-	-	-	-	-
20b-f. Drama	180	3.3	-	-	180	1.8
20b. Crime, etc.	30	0.5	-	-	30	0.3
20c. Comedy	-	-	-	-	-	-
20d. Fairy Tales	150	2.8	-	-	150	1.5
20e. Serious	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-
20g. Variety	375	7.0	75	1.6	450	4.4
20h. Quiz, etc.	-	-	-	-	-	-
20i. Other	15	0.3	-	-	15	0.1
21. Prog. Promo.	-	-	19	0.4	19	0.2
TOTALS	5,400	100.0	4,800	100.0	10,200	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.



Table V-5. Sound Radio Programme Time by Origin Within Canada:  
Children Hours\* by Class of Station, January 15-21, 1956

Class of Station	Local Material		Network	Total
	Live	Recorded		
	(in minutes)			
English Stations - CBC	101	791	2,108	3,000
Trans-Canada Network	75	217	2,108	2,400
Dominion Network	26	574	-	600
English Stations - Private	4,766	16,797	861	22,424
Trans-Canada Network	1,105	3,169	526	4,800
Dominion Network	1,924	7,341	335	9,600
Unaffiliated	1,737	6,287	-	8,024
French Stations - CBC	125	85	948	1,158
French Stations - Private	2,568	7,046	586	10,200
French Network	1,297	3,517	586	5,400
Unaffiliated	1,271	3,529	-	4,800

(in percent)

English Stations - CBC	3.4	26.4	70.2	100.0
Trans-Canada Network	3.1	9.0	87.9	100.0
Dominion Network	4.3	95.7	-	100.0
English Stations - Private	21.3	74.9	3.8	100.0
Trans-Canada Network	23.0	66.0	11.0	100.0
Dominion Network	19.6	60.5	19.9	100.0
Unaffiliated	21.6	78.4	-	100.0
French Stations - CBC	10.8	7.3	81.9	100.0
French Stations - Private	25.2	69.1	5.7	100.0
French Network	24.0	65.1	10.9	100.0
Unaffiliated	26.5	73.5	-	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-6. Sound Radio Programme Time, Commercial and Sustaining:  
Children Hours\* by Class of Station, January 15-21, 1956

Class of Station	Commercial	Sustaining (in minutes)	Total
English Stations - CBC	136	2,864	3,000
Trans-Canada Network	75	2,325	2,400
Dominion Network	61	539	600
English Stations - Private	17,767	4,657	22,424
Trans-Canada Network	3,858	942	4,800
Dominion Network	7,101	2,499	9,600
Unaffiliated	6,808	1,216	8,024
French Stations - CBC	15	1,143	1,158
French Stations - Private	6,656	3,544	10,200
French Network	3,143	2,257	5,400
Unaffiliated	3,513	1,287	4,800
		(in percent)	
English Stations - CBC	4.5	95.5	100.0
Trans-Canada Network	3.1	96.9	100.0
Dominion Network	10.2	89.8	100.0
English Stations - Private	79.2	20.8	100.0
Trans-Canada Network	80.4	19.6	100.0
Dominion Network	74.0	26.0	100.0
Unaffiliated	84.8	15.2	100.0
French Stations - CBC	1.3	98.7	100.0
French Stations - Private	65.3	34.7	100.0
French Network	58.2	41.8	100.0
Unaffiliated	73.2	26.8	100.0

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Monday - Friday, 4:30 to 6:30 p.m.

Table V-7. Sound Radio Programme Time, Percent in Commercial and Sustaining: Children Hours\* on the Individual Stations by Class of Station, January 15-21, 1956

Stations by Class of Station	Commercial	Sustaining	Total
CBC Stations (English)	4.5	95.5	100.0
Trans-Canada:	3.1	96.9	100.0
CBI - Sydney	12.5	87.5	100.0
CBL - Toronto	-	100.0	100.0
CBU - Vancouver	-	100.0	100.0
CBW - Winnipeg	-	100.0	100.0
Dominion:	10.2	89.8	100.0
CJBC - Toronto	10.2	89.8	100.0
Private Stations (English)	79.2	20.8	100.0
Trans-Canada:	80.4	19.6	100.0
CKPR - Fort William	95.8	4.2	100.0
CFNB - Fredericton	78.3	21.7	100.0
CKOV - Kelowna	59.3	40.7	100.0
GJOC - Lethbridge	97.8	2.2	100.0
CJIC - Sault Ste. Marie	100.0	-	100.0
CHSJ - St. John, N. B.	50.0	50.0	100.0
CKGB - Timmins	89.2	10.8	100.0
CJAT - Trail	72.5	27.5	100.0
Dominion:	74.0	26.0	100.0
CJFX - Antigonish	95.7	4.3	100.0
CKX - Brandon	68.3	31.7	100.0
CFCN - Calgary	58.7	41.3	100.0
CFCY - Charlottetown	96.0	4.0	100.0
CHWK - Chilliwack	77.5	22.5	100.0
CFRN - Edmonton	64.2	35.8	100.0
CFPL - London	80.8	19.2	100.0
CKCW - Moncton	69.2	30.8	100.0
CFCF - Montreal	94.0	6.0	100.0
CHAB - Moose Jaw	98.0	2.0	100.0
CKOY - Ottawa	94.8	5.2	100.0
CHOV - Pembroke	22.0	78.0	100.0
CFQC - Saskatoon	70.8	29.2	100.0
CKTS - Sherbrooke	20.8	79.1	100.0
CJOR - Vancouver	81.8	18.2	100.0
CKRC - Winnipeg	90.8	9.2	100.0
Unaffiliated:	84.8	15.2	100.0
CKBC - Bathurst	49.2	50.8	100.0
CKXL - Calgary	98.2	1.8	100.0
CKGR - Galt	67.0	33.0	100.0
CJCH - Halifax	100.0	-	100.0
CJAD - Montreal	97.7	2.3	100.0
CJNB - North Battleford	51.7	48.3	100.0
CKOM - Saskatoon	87.5	12.5	100.0
CJON - St. Johns	85.0	15.0	100.0
CJRW - Summerside	90.0	10.0	100.0
CFRB - Toronto	88.7	11.3	100.0
CKEY - Toronto	100.0	-	100.0
CKVX - Vancouver	84.2	15.8	100.0
CKDA - Victoria	77.7	22.3	100.0
CJOB - Winnipeg	100.0	-	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

(continued)

Table V-7. (continued)

Stations by Class of Station	Commercial	Sustaining	Total
CBC Stations (French)	1.3	98.7	100.0
CBAF - Moncton	2.7	97.3	100.0
CBF - Montreal	-	100.0	100.0
Private Stations (French)	65.3	34.7	100.0
Network Affiliated:	58.2	41.8	100.0
CJEM - Edmunston	55.0	45.0	100.0
CFRG - Gravelbourg	28.3	71.7	100.0
CKCH - Hull	91.7	8.3	100.0
CHNC - New Carlisle	49.2	50.8	100.0
CJBR - Rimouski	80.0	20.0	100.0
CHLT - Sherbrooke	78.3	21.7	100.0
CKSB - St. Boniface	35.0	65.0	100.0
CHGB - Ste. Anne de la Pocatiere	29.2	70.8	100.0
CKVD - Val d'Or	77.2	22.8	100.0
Unaffiliated:	73.2	26.8	100.0
CJMT - Chicoutimi	75.8	24.2	100.0
CHEF - Granby	86.7	13.3	100.0
CKRS - Jonquiere	70.0	30.0	100.0
CKBM - Montmagny	45.0	55.0	100.0
CKAC - Montreal	75.8	24.2	100.0
CHRC - Quebec	81.2	18.8	100.0
CHRL - Roberval	51.0	49.0	100.0
CKVL - Verdun	100.0	-	100.0



Table V-8. Sound Radio Programme Time: Time Devoted to Advertising  
and to Non-Commercial Community Service Announcements:  
Children Hours\* by Class of Station,  
January 15-21, 1956

Class of Station	Advertising Time		Non-Commercial Announcement Time	
	Minutes	Percent of Total Time	Minutes	Percent of Total Time
English Stations - CBC	31.8	1.1	0.7	0.02
Trans-Canada Network	15.0	.6	0.7	0.12
Dominion Network	16.8	2.8	-	-
English Stations - Private	2,735.4	12.2	72.7	0.32
Trans-Canada Network	605.8	12.6	12.4	0.26
Dominion Network	1,095.9	11.4	38.2	0.40
Unaffiliated	1,033.7	12.9	22.1	0.28
French Stations - CBC	3.0	0.3	-	-
French Stations - Private	1,159.3	11.4	10.5	0.10
French Network	551.6	10.2	5.5	0.10
Unaffiliated	607.7	12.7	5.0	0.10

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-8-A. Sound Radio Programme Time: Time Devoted to Advertising  
and to Non-Commercial Community Service Announcements:  
Children Hours\* on the Individual Stations,  
January 15-21, 1956

Stations by Class of Station	Total Time on the Air	Advertising Time		Non-Commercial Announcement Time	
	Minutes	Minutes	Percent of Total Time	Minutes	Percent of Total Time
CBC Stations (English)	3,000	31.8	1.1	0.7	0.02
Trans-Canada:	2,400	15.0	.6	0.7	0.12
CBI - Sydney	600	15.0	2.5	-	-
CBL - Toronto	600	-	-	-	-
CBU - Vancouver	600	-	-	-	-
CBW - Winnipeg	600	-	-	0.7	0.12
Dominion:	600	16.8	2.8	-	-
CJBC - Toronto	600	16.8	2.8	-	-
Private Stations (English)	22,424	2,735.4	12.2	72.7	0.32
Trans-Canada:	4,800	605.8	12.6	12.4	0.26
CKPR - Fort William	600	76.1	12.7	-	-
CFNB - Fredericton	600	77.5	12.9	3.3	0.55
CKOV - Kelowna	600	55.7	9.3	4.3	0.72
CJOC - Lethbridge	600	87.8	14.6	-	-
CJIC - Sault Ste. Marie	600	97.9	16.3	-	-
CHSJ - St. John, N. B.	600	47.7	8.0	1.3	0.22
CKGB - Timmins	600	90.3	15.1	3.5	0.58
CJAT - Trail	600	72.8	12.1	-	-
Dominion:	9,600	1,095.9	11.4	38.2	0.40
CJFX - Antigonish	600	69.8	11.6	5.1	0.85
CKX - Brandon	600	77.8	13.0	3.0	0.50
CFCN - Calgary	600	53.3	8.9	2.7	0.45
CFCY - Charlottetown	600	74.5	12.4	-	-
CHWK - Chilliwack	600	57.7	9.6	1.0	0.17
CFRN - Edmonton	600	41.4	6.9	8.0	1.33
CFPL - London	600	105.3	17.6	2.1	0.35
CKCW - Moncton	600	47.5	7.9	-	-
CFCF - Montreal	600	69.8	11.6	-	-
CHAB - Moose Jaw	600	110.0	18.3	-	-
CKOY - Ottawa	600	91.5	15.3	1.6	0.27
CHOV - Pembroke	600	123.0	20.5	2.0	0.33
CFQC - Saskatoon	600	45.0	7.5	1.3	0.22
CKTS - Sherbrooke	600	13.0	2.2	-	-
CJOR - Vancouver	600	48.9	8.2	1.7	0.28
CKRC - Winnipeg	600	67.4	11.2	9.7	1.62
Unaffiliated:	8,024	1,033.7	12.9	22.1	0.28
CKBC - Bathurst	600	36.1	6.0	0.8	0.01
CKXL - Calgary	600	75.1	12.5	0.3	0.01
CKGR - Galt	224	11.2	1.9	-	-
CJCH - Halifax	600	62.4	10.4	5.2	0.87
CJAD - Montreal	600	77.5	12.9	7.3	1.22
CJNB - North Battleford	600	35.8	6.0	-	-
CKOM - Saskatoon	600	46.3	7.7	-	-
CJON - St. Johns	600	120.1	20.0	-	-
CJRW - Summerside	600	70.2	11.7	-	-
CFRB - Toronto	600	121.8	20.3	-	-
CKEY - Toronto	600	146.3	24.4	3.8	0.63
CKWX - Vancouver	600	107.5	17.9	-	-
CKDA - Victoria	600	63.3	10.6	4.7	0.78
CJOB - Winnipeg	600	60.1	10.2	-	-

(continued)

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-8-A. (Continued)

Stations by Class of Station	Total Time on the Air	Advertising Time		Non-Commercial Announcement Time	
	Minutes	Minutes	Percent of Total Time	Minutes	Percent of Total Time
CBC Stations (French)	1,158	3.0	0.3	-	-
CBAF - Moncton	558	3.0	0.5	-	-
CBF - Montreal	600	-	-	-	-
Private Stations (French)	10,200	1,159.3	11.4	10.5	0.10
Network Affiliated:	5,400	551.6	10.2	5.5	0.10
CJEM - Edmunston	600	73.7	12.3	5.0	0.83
CFRG - Gravelbourg	600	22.3	3.7	-	-
CKCH - Hull	600	63.0	10.5	-	-
CHNC - New Carlisle	600	66.6	11.1	-	-
CJBR - Rimouski	600	98.0	16.3	-	-
CHLT - Sherbrooke	600	78.8	13.1	-	-
CKSB - St. Boniface	600	40.0	6.7	0.5	0.08
CHGB - Ste. Anne de la Pocatiere	600	25.0	4.2	-	-
CKVD - Val d'Or	600	84.2	14.0	-	-
Unaffiliated:	4,800	607.7	12.7	5.0	0.10
CJMT - Chicoutimi	600	66.9	11.2	-	-
CHEF - Granby	600	48.0	8.0	-	-
CKRS - Jonquiere	600	59.0	9.8	1.0	0.17
CKBM - Montmagny	600	22.4	3.7	-	-
CKAC - Montreal	600	63.8	10.6	4.0	0.67
CHRC - Quebec	600	97.3	16.2	-	-
CHRL - Roberval	600	102.8	17.1	-	-
CKVL - Verdun	600	147.5	24.6	-	-

Table V-9. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on English Stations - CBC (Trans-Canada), January 15-21, 1956. (in minutes)

Class of Programme	English Stations - CBC (Trans-Canada)			Total
	Local Material	Recorded	Network	
	Live			
1. News and Weather	-	-	208	208
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	-	-	40	40
5. Social & Human Relations	-	-	-	-
6. Misc. Information	-	-	15	15
7. Canadian Activities & Heritage	75	-	135	210
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	-	-	-
10. Fine Arts, Literature, etc.	-	-	75	75
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	-	150	150
13. Family Living & Shopping	-	5	45	50
13a. Family Living	-	5	45	50
13b. Merchandising	-	-	-	-
14. Music Programmes	-	212	805	1,017
14a. Serious	-	-	515	515
14b. Light	-	-	50	50
14c. Popular and Dance	-	212	100	312
14d. Folk, Western, Old, etc.	-	-	140	140
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	75	75
15a. Serious	-	-	75	75
15b. Domestic	-	-	-	-
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	-	-	60	60
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	-	-	25	25
19a. Sports News & Interviews	-	-	25	25
19b. Sports Events	-	-	-	-
20. Children's Programmes	-	-	450	450
20a. Youth Educational Progs.	-	-	315	315
20b-f. Children's Drama	-	-	90	90
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	90	90
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	45	45
21. Programme Promotion	-	-	25	25
TOTALS	75	217	2,108	2,400

\* Monday-Friday, 4:30 to 6:30 p.m.



Table V-10. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on English Stations - CBC (Dominion), January 15-21, 1956. (in minutes)

Class of Programme	English Stations - CBC (Dominion)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	26	-	-	26
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	-	-	-	-
5. Social & Human Relations	-	-	-	-
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	-	-	-	-
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	-	-	-
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	-	-	-
13. Family Living & Shopping	-	-	-	-
13a. Family Living	-	-	-	-
13b. Merchandising	-	-	-	-
14. Music Programmes	-	574	-	574
14a. Serious	-	-	-	-
14b. Light	-	-	-	-
14c. Popular and Dance	-	574	-	574
14d. Folk, Western, Old, etc.	-	-	-	-
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	-	-
15a. Serious	-	-	-	-
15b. Domestic	-	-	-	-
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	-	-	-	-
19a. Sports News & Interviews	-	-	-	-
19b. Sports Events	-	-	-	-
20. Children's Programmes	-	-	-	-
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	-	-
TOTALS	26	574	-	600

\* Monday-Friday, 4:30 to 6:30 p.m.

Table V-11. Sound Radio Programme Time by Class of Programme and Origin Within Canada; Children Hours\* on English Stations - CBC (Total), January 15-21, 1956. (in minutes)

Class of Programme	English Stations - CBC (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	26	-	208	234
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	-	-	40	40
5. Social & Human Relations	-	-	-	-
6. Misc. Information	-	-	15	15
7. Canadian Activities & Heritage	75	-	135	210
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	-	-	-
10. Fine Arts, Literature, etc.	-	-	75	75
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	-	150	150
13. Family Living & Shopping	-	5	45	50
13a. Family Living	-	5	45	50
13b. Merchandising	-	-	-	-
14. Music Programmes	-	786	805	1,591
14a. Serious	-	-	515	515
14b. Light	-	-	50	50
14c. Popular and Dance	-	786	100	886
14d. Folk, Western, Old, etc.	-	-	140	140
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	75	75
15a. Serious	-	-	75	75
15b. Domestic	-	-	-	-
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	-	-	60	60
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	-	-	25	25
19a. Sports News & Interviews	-	-	25	25
19b. Sports Events	-	-	-	-
20. Children's Programmes	-	-	450	450
20a. Youth Educational Progs.	-	-	315	315
20b-f. Children's Drama	-	-	90	90
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	90	90
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	45	45
21. Programme Promotion	-	-	25	25
TOTALS	101	791	2,108	3,000

\* Monday-Friday, 4:30 to 6:30 p.m.

Table V-12. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on English Stations - Private (Trans-Canada), January 15-21, 1956.  
(in minutes)

Class of Programme	English Stations - Private (Trans-Canada)			Total
	Local Material		Network	
	Live	Recorded		
1. News and Weather	551	32	-	583
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	15	4	-	19
5. Social & Human Relations	-	-	-	-
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	-	207	-	207
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	-	-	-
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	-	150	150
13. Family Living & Shopping	104	144	-	248
13a. Family Living	69	39	-	108
13b. Merchandising	35	105	-	140
14. Music Programmes	-	2,572	196	2,768
14a. Serious	-	-	-	-
14b. Light	-	165	151	316
14c. Popular and Dance	-	2,082	-	2,082
14d. Folk, Western, Old, etc.	-	325	45	370
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	150	150
15a. Serious	-	-	-	-
15b. Domestic	-	-	150	150
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	65	-	30	95
18. Quiz, Games and Contests	15	-	-	15
19. Sports Programmes	190	-	-	190
19a. Sports News & Interviews	190	-	-	190
19b. Sports Events	-	-	-	-
20. Children's Programmes	165	210	-	375
20a. Youth Educational Progs.	15	-	-	15
20b-f. Children's Drama	30	90	-	120
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	30	90	-	120
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	45	45	-	90
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	75	75	-	150
21. Programme Promotion	-	-	-	-
TOTALS	1,105	3,169	526	4,800

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-13. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on English Stations - Private (Dominion), January 15-21, 1956. (in minutes)

Class of Programme	English Stations - Private (Dominion)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	1,101	-	110	1,211
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	25	-	-	25
5. Social & Human Relations	6	18	-	24
6. Misc. Information	-	60	-	60
7. Canadian Activities & Heritage	46	23	-	69
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	15	-	15
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	99	-	-	99
13. Family Living & Shopping	175	99	-	274
13a. Family Living	160	15	-	175
13b. Merchandising	15	84	-	99
14. Music Programmes	69	6,259	150	6,478
14a. Serious	-	-	120	120
14b. Light	-	128	30	158
14c. Popular and Dance	45	4,777	-	4,822
14d. Folk, Western, Old, etc.	24	1,342	-	1,366
14e. Readings of Prose & Poetry	-	12	-	12
15. Drama Programmes	-	180	75	255
15a. Serious	-	-	-	-
15b. Domestic	-	30	-	30
15c. Comedy	-	-	75	75
15d. Crime, Western, etc.	-	120	-	120
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	30	-	30
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games and Contests	-	8	-	8
19. Sports Programmes	303	112	-	415
19a. Sports News & Interviews	303	112	-	415
19b. Sports Events	-	-	-	-
20. Children's Programmes	90	527	-	617
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	30	225	-	255
20b. Crime, Western, etc.	-	165	-	165
20c. Comedy	-	-	-	-
20d. Fairy Tales	30	60	-	90
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	60	120	-	180
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	182	-	182
21. Programme Promotion	10	40	-	50
TOTALS	1,924	7,341	335	9,600

\* Monday - Friday, 4:30 to 6:30 p.m.



Table V-14. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on English Stations - Private (Unaffiliated), January 15-21, 1956 (in minutes)

Class of Programme	English Stations - Private (Unaffiliated)			
	Local Material		Network	Total
	Live	Recorded		
1. News & Weather	1,128	20	-	1,148
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	-	-	-	-
5. Social & Human Relations	-	-	-	-
6. Misc. Information	5	45	-	50
7. Canadian Activities & Heritage	-	-	-	-
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	-	-	-
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	29	25	-	54
13. Family Living & Shopping	75	38	-	113
13a. Family Living	75	38	-	113
13b. Merchandising	-	-	-	-
14. Music Programmes	65	5,348	-	5,413
14a. Serious	-	-	-	-
14b. Light	-	191	-	191
14c. Popular and Dance	-	3,963	-	3,963
14d. Folk, Western, Old, etc.	65	1,194	-	1,259
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	-	-
15a. Serious	-	-	-	-
15b. Domestic	-	-	-	-
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	150	-	150
17. Personalities	6	23	-	29
18. Quiz, Games and Contests	25	-	-	25
19. Sports Programmes	340	3	-	343
19a. Sports News & Interviews	340	3	-	343
19b. Sports Events	-	-	-	-
20. Children's Programmes	15	635	-	650
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	15	50	-	65
20b. Crime, Western, etc.	15	50	-	65
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	275	-	275
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	310	-	310
21. Programme Promotion	49	-	-	49
TOTALS	1,737	6,287	-	8,024

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-15. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on English Stations - Private (Total), January 15-21, 1956. (in minutes)

Class of Programme	English Stations - Private (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and weather	2,780	52	110	2,942
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	40	4	-	44
5. Social & Human Relations	6	18	-	24
6. Misc. Information	5	105	-	110
7. Canadian Activities & Heritage	46	230	-	276
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	15	-	15
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	128	25	150	303
13. Family Living & Shopping	354	281	-	635
13a. Family Living	304	92	-	396
13b. Merchandising	50	189	-	239
14. Music Programmes	134	14,179	346	14,659
14a. Serious	-	-	120	120
14b. Light	-	484	181	665
14c. Popular and Dance	45	10,822	-	10,867
14d. Folk, Western, Old, etc.	89	2,861	45	2,995
14e. Readings of Prose & Poetry	-	12	-	12
15. Drama Programmes	-	180	225	405
15a. Serious	-	-	-	-
15b. Domestic	-	30	150	180
15c. Comedy	-	-	75	75
15d. Crime, Western, etc.	-	120	-	120
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	30	-	30
16. Variety	-	150	-	150
17. Personalities	71	23	30	124
18. Quiz, Games and Contests	40	8	-	48
19. Sports Programmes	833	115	-	948
19a. Sports News & Interviews	833	115	-	948
19b. Sports Events	-	-	-	-
20. Children's Programmes	270	1,372	-	1,642
20a. Youth Educational Progs.	15	-	-	15
20b-f. Children's Drama	75	365	-	440
20b. Crime, Western, etc.	15	215	-	230
20c. Comedy	-	-	-	-
20d. Fairy Tales	60	150	-	210
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	105	440	-	545
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	75	567	-	642
21. Programme Promotion	59	40	-	99
TOTALS	4,766	16,797	861	22,424

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-16. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on French Stations - CBC (Total), January 15-21, 1956 (in minutes)

Class of Programme	French Stations - CBC (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	25	-	62	87
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	-	-	-	-
5. Social & Human Relations	-	-	-	-
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	-	-	15	15
8. "Feedback" Programmes	-	-	-	-
9. Religion	75	-	-	75
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	-	75	75
13. Family Living & Shopping	-	-	-	-
13a. Family Living	-	-	-	-
13b. Merchandising	-	-	-	-
14. Music Programmes	-	85	606	691
14a. Serious	-	-	246	246
14b. Light	-	20	-	20
14c. Popular and Dance	-	65	360	425
14d. Folk, Western, Old, etc.	-	-	-	-
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	15	15
15a. Serious	-	-	-	-
15b. Domestic	-	-	15	15
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	25	-	25	50
19a. Sports News & Interviews	25	-	25	50
19b. Sports Events	-	-	-	-
20. Children's Programmes	-	-	75	75
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	75	75
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	75	75
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	75	75
TOTALS	125	85	948	1,158

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-17. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on French Stations - Private (French Network), January 15-21, 1956. (in minutes)

Class of Programme	French Stations - Private (French Network)			
	Local Material		Network	Total
	Live	Recorded		
1. News & Weather	508	75	121	704
2. Nature & Science	-	-	-	-
3. Foreign Lands & Peoples	-	-	-	-
4. Political & Other Public Aff.	45	-	15	60
5. Social & Human Relations	-	75	-	75
6. Misc. Information	25	25	-	50
7. Canadian Activities & Heritage	75	-	-	75
8. "Feedback" Programmes	-	-	-	-
9. Religion	15	45	-	60
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	25	-	-	25
13. Family Living & Shopping	230	40	-	270
13a. Family Living	160	10	-	170
13b. Merchandising	70	30	-	100
14. Music Programmes	10	2,742	75	2,827
14a. Serious	-	190	-	190
14b. Light	-	320	-	320
14c. Popular and Dance	-	2,027	75	2,102
14d. Folk, Western, Old, etc.	10	205	-	215
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	225	225	450
15a. Serious	-	-	-	-
15b. Domestic	-	225	225	450
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games and Contests	45	20	-	65
19. Sports Programmes	169	-	-	169
19a. Sports News & Interviews	169	-	-	169
19b. Sports Events	-	-	-	-
20. Children's Programmes	150	270	150	570
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	30	150	180
20b. Crime, Western, etc.	-	30	-	30
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	150	150
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	150	225	-	375
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	15	-	15
21. Programme Promotion	-	-	-	-
TOTALS	1,297	3,517	586	5,400

\* Monday-Friday, 4:30 to 6:30 p.m.



Table V-18. Sound Radio Programme Time by Class of Programme and Origin  
 Within Canada: Children Hours\* on French Stations - Private  
 (Unaffiliated), January 15-21, 1956. (in minutes)

Class of Programme	French Stations - Private (Unaffiliated)			Total
	Local Material		Network	
	Live	Recorded		
1. News and weather	587	6	-	593
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	5	-	-	5
5. Social & Human Relations	-	-	-	-
6. Misc. Information	-	10	-	10
7. Canadian Activities & Heritage	-	5	-	5
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	75	-	75
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	150	-	150
13. Family Living & Shopping	505	94	-	599
13a. Family Living	264	28	-	292
13b. Merchandising	241	66	-	307
14. Music Programmes	30	2,963	-	2,993
14a. Serious	-	75	-	75
14b. Light	-	120	-	120
14c. Popular and Dance	30	2,669	-	2,699
14d. Folk, Western, Old, etc.	-	99	-	99
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	-	-
15a. Serious	-	-	-	-
15b. Domestic	-	-	-	-
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	-	25	-	25
18. Quiz, Games and Contests	-	126	-	126
19. Sports Programmes	125	-	-	125
19a. Sports News & Interviews	125	-	-	125
19b. Sports Events	-	-	-	-
20. Children's Programmes	-	75	-	75
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	75	-	75
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	19	-	-	19
TOTALS	1,271	3,529	-	4,800

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-19. Sound Radio Programme Time by Class of Programme and Origin  
 Within Canada: Children Hours\* on French Stations - Private (Total)  
 January 15-21, 1956. (in minutes)

Class of Programme	French Stations - Private (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	1,095	81	121	1,297
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	50	-	15	65
5. Social & Human Relations	-	75	-	75
6. Misc. Information	25	35	-	60
7. Canadian Activities & Heritage	75	5	-	80
8. "Feedback" Programmes	-	-	-	-
9. Religion	15	120	-	135
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	25	150	-	175
13. Family Living & Shopping	735	134	-	869
13a. Family Living	424	38	-	462
13b. Merchandising	311	96	-	407
14. Music Programmes	40	5,705	75	5,820
14a. Serious	-	265	-	265
14b. Light	-	440	-	440
14c. Popular and Dance	30	4,696	75	4,801
14d. Folk, Western, Old, etc.	10	304	-	314
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	225	225	450
15a. Serious	-	-	-	-
15b. Domestic	-	225	225	450
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	-	25	-	25
18. Quiz, Games and Contests	45	146	-	191
19. Sports Programmes	294	-	-	294
19a. Sports News & Interviews	294	-	-	294
19b. Sports Events	-	-	-	-
20. Children's Programmes	150	345	150	645
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	30	150	180
20b. Crime, Western, etc.	-	30	-	30
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	150	150
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	150	300	-	450
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	15	-	15
21. Programme Promotion	19	-	-	19
TOTALS	2,568	7,046	586	10,200

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-20.  
 Sound Radio Programme Time by Class of Programme and Origin Within  
 Canada: Children Hours\* on English Stations - CBC (Trans-  
 Canada and Dominion), January 15-21, 1956.  
 (in percent)

Class of Programme	English Stations - CBC							
	Trans-Canada				Dominion			
	Local Material				Local Material			
	Live	Re- corded	Net- work	Total	Live	Re- corded	Net- work	Total
1. News & Weather	-	-	100.0	100.0	100.0	-	-	100.0
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	-	-	-	-	-	-	-	-
4. Pol. & Pub. Aff.	-	-	100.0	100.0	-	-	-	-
5. Soc. Rel.	-	-	-	-	-	-	-	-
6. Misc. Info.	-	-	100.0	100.0	-	-	-	-
7. Canadian Activ.	35.7	-	64.3	100.0	-	-	-	-
8. "Feedback"	-	-	-	-	-	-	-	-
9. Religion	-	-	-	-	-	-	-	-
10. Fine Arts, etc.	-	-	100.0	100.0	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agric., etc.	-	-	100.0	100.0	-	-	-	-
13. Fam. Liv., etc.	-	10.0	90.0	100.0	-	-	-	-
13a. Fam. Living	-	10.0	90.0	100.0	-	-	-	-
13b. Mds.	-	-	-	-	-	-	-	-
14. Music Programmes	-	20.8	79.2	100.0	-	100.0	-	100.0
14a. Serious	-	-	100.0	100.0	-	-	-	-
14b. Light	-	-	100.0	100.0	-	-	-	-
14c. Popular	-	67.9	32.1	100.0	-	100.0	-	100.0
14d. Folk, etc.	-	-	100.0	100.0	-	-	-	-
14e. Prose & Poetry	-	-	-	-	-	-	-	-
15. Drama Programmes	-	-	100.0	100.0	-	-	-	-
15a. Serious	-	-	100.0	100.0	-	-	-	-
15b. Domestic	-	-	-	-	-	-	-	-
15c. Comedy	-	-	-	-	-	-	-	-
15d. Crime, etc.	-	-	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-	-	-
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	-	-	100.0	100.0	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-	-	-	-	-
19. Sports Progs.	-	-	100.0	100.0	-	-	-	-
19a. News	-	-	100.0	100.0	-	-	-	-
19b. Events	-	-	-	-	-	-	-	-
20. Children's Prog.	-	-	100.0	100.0	-	-	-	-
20a. Youth Educ.	-	-	100.0	100.0	-	-	-	-
20b-f. Drama	-	-	100.0	100.0	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	100.0	100.0	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	100.0	100.0	-	-	-	-
21. Prog. Promo.	-	-	100.0	100.0	-	-	-	-
TOTALS	3.1	9.0	87.9	100.0	4.3	95.7	-	100.0

\* Monday-Friday, 4:30 to 6:30 p.m.

Table V-21. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on English Stations - CBC (Total), January 15-21, 1956. (in percent)

Class of Programme	English Stations - CBC (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	11.1	-	88.9	100.0
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	-	-	100.0	100.0
5. Social & Human Relations	-	-	-	-
6. Misc. Information	-	-	100.0	100.0
7. Canadian Activities & Heritage	35.7	-	64.3	100.0
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	-	-	-
10. Fine Arts, Literature, etc.	-	-	100.0	100.0
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	-	100.0	100.0
13. Family Living & Shopping	-	10.0	90.0	100.0
13a. Family Living	-	10.0	90.0	100.0
13b. Merchandising	-	-	-	-
14. Music Programmes	-	49.4	50.6	100.0
14a. Serious	-	-	100.0	100.0
14b. Light	-	-	100.0	100.0
14c. Popular and Dance	-	88.7	11.3	100.0
14d. Folk, Western, Old, etc.	-	-	100.0	100.0
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	100.0	100.0
15a. Serious	-	-	100.0	100.0
15b. Domestic	-	-	-	-
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	-	-	100.0	100.0
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	-	-	100.0	100.0
19a. Sports News & Interviews	-	-	100.0	100.0
19b. Sports Events	-	-	-	-
20. Children's Programmes	-	-	100.0	100.0
20a. Youth Educational Progs.	-	-	100.0	100.0
20b-f. Children's Drama	-	-	100.0	100.0
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	100.0	100.0
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	100.0	100.0
21. Programme Promotion	-	-	100.0	100.0
TOTALS	3.4	26.4	70.2	100.0

\* Monday-Friday, 4:30 to 6:30 p.m.



Table V-22. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on English Stations - Private (Trans-Canada and Dominion), January 15-21, 1956 (in percent)

Class of Programme	English Stations - Private							
	Trans-Canada				Dominion			
	Local Material		Net-work	Total	Local Material		Net-work	Total
	Live	Re-corded			Live	Re-corded		
1. News & Weather	94.5	5.5	-	100.0	90.9	-	9.1	100.0
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	-	-	-	-	-	-	-	-
4. Pol. & Pub. Aff.	79.0	21.0	-	100.0	100.0	-	-	100.0
5. Soc. & Human Rel.	-	-	-	-	25.0	75.0	-	100.0
6. Misc. Information	-	-	-	-	-	100.0	-	100.0
7. Canadian Activ.	-	100.0	-	100.0	66.7	33.3	-	100.0
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	-	-	-	100.0	-	100.0
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	100.0	100.0	100.0	-	-	100.0
13. Fam. Living, etc.	41.9	58.1	-	100.0	63.9	36.1	-	100.0
13a. Family Living	63.9	36.1	-	100.0	91.4	8.6	-	100.0
13b. Merchandising	25.0	75.0	-	100.0	15.2	84.8	-	100.0
14. Music Programmes	-	92.9	7.1	100.0	1.1	96.6	2.3	100.0
14a. Serious	-	-	-	-	-	-	100.0	100.0
14b. Light	-	52.2	47.8	100.0	-	81.0	19.0	100.0
14c. Popular	-	100.0	-	100.0	0.9	99.1	-	100.0
14d. Folk, etc.	-	87.8	12.2	100.0	1.8	98.2	-	100.0
14e. Prose & Poetry	-	-	-	-	-	100.0	-	100.0
15. Drama Programmes	-	-	100.0	100.0	-	70.6	29.4	100.0
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	-	100.0	100.0	-	100.0	-	100.0
15c. Comedy	-	-	-	-	-	-	100.0	100.0
15d. Crime, etc.	-	-	-	-	-	100.0	-	100.0
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	100.0	-	100.0
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	68.4	-	31.6	100.0	-	-	-	-
18. Quiz, Games, etc.	100.0	-	-	100.0	-	100.0	-	100.0
19. Sports Progs.	100.0	-	-	100.0	73.0	27.0	-	100.0
19a. News	100.0	-	-	100.0	73.0	27.0	-	100.0
19b. Events	-	-	-	-	-	-	-	-
20. Children's Progs.	44.0	56.0	-	100.0	14.6	85.4	-	100.0
20a. Youth Educ.	100.0	-	-	100.0	-	-	-	-
20b-f. Drama	25.0	75.0	-	100.0	11.8	88.2	-	100.0
20b. Crime, etc.	-	-	-	-	-	100.0	-	100.0
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	25.0	75.0	-	100.0	33.3	66.7	-	100.0
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	50.0	50.0	-	100.0	33.3	66.7	-	100.0
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	50.0	50.0	-	100.0	-	100.0	-	100.0
21. Prog. Promo,	-	-	-	-	20.0	80.0	-	100.0
TOTALS	23.0	66.0	11.0	100.0	20.0	76.5	3.5	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-23. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on English Stations - Private (Unaffiliated), January 15-21, 1956 (in percent)

Class of Programme	English Stations - Private (Unaffiliated)			Total
	Local Material		Network	
	Live	Recorded		
1. News & Weather	98.3	1.7	-	100.0
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	-	-	-	-
5. Social & Human Relations	-	-	-	-
6. Misc. Information	10.0	90.0	-	100.0
7. Canadian Activities & Heritage	-	-	-	-
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	-	-	-
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	53.7	46.3	-	100.0
13. Family Living & Shopping	66.4	33.6	-	100.0
13a. Family Living	66.4	33.6	-	100.0
13b. Merchandising	-	-	-	-
14. Music Programmes	1.2	98.8	-	100.0
14a. Serious	-	-	-	-
14b. Light	-	100.0	-	100.0
14c. Popular and Dance	-	100.0	-	100.0
14d. Folk, Western, Old, etc.	5.2	94.8	-	100.0
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	-	-
15a. Serious	-	-	-	-
15b. Domestic	-	-	-	-
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	100.0	-	100.0
17. Personalities	20.7	79.3	-	100.0
18. Quiz, Games and Contests	100.0	-	-	100.0
19. Sports Programmes	99.1	0.9	-	100.0
19a. Sports News & Interviews	99.1	0.9	-	100.0
19b. Sports Events	-	-	-	-
20. Children's Programmes	2.3	97.7	-	100.0
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	23.1	76.9	-	100.0
20b. Crime, Western, etc.	23.1	76.9	-	100.0
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	100.0	-	100.0
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	100.0	-	100.0
21. Programme Promotion	100.0	-	-	100.0
TOTALS	21.6	78.4	-	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-24. Sound Radio Programme Time by Class of Programme and Origin Within Canada; Children Hours\* on English Stations - Private (Total), January 15-21, 1956. (in percent)

Class of Programme	English Stations - Private (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	94.5	1.8	3.7	100.0
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	90.9	9.1	-	100.0
5. Social & Human Relations	25.0	75.0	-	100.0
6. Misc. Information	4.5	95.5	-	100.0
7. Canadian Activities & Heritage	16.7	83.3	-	100.0
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	100.0	-	100.0
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	42.2	8.2	49.6	100.0
13. Family Living & Shopping	55.7	44.3	-	100.0
13a. Family Living	76.8	23.2	-	100.0
13b. Merchandising	20.9	79.1	-	100.0
14. Music Programmes	0.9	96.7	2.4	100.0
14a. Serious	-	-	100.0	100.0
14b. Light	-	72.8	27.2	100.0
14c. Popular and Dance	0.4	99.6	-	100.0
14d. Folk, Western, Old, etc.	3.0	95.5	1.5	100.0
14e. Readings of Prose & Poetry	-	100.0	-	100.0
15. Drama Programmes	-	44.4	55.6	100.0
15a. Serious	-	-	-	-
15b. Domestic	-	16.7	83.3	100.0
15c. Comedy	-	-	100.0	100.0
15d. Crime, Western, etc.	-	100.0	-	100.0
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	100.0	-	100.0
16. Variety	-	100.0	-	100.0
17. Personalities	57.3	18.5	24.2	100.0
18. Quiz, Games and Contests	83.3	16.7	-	100.0
19. Sports Programmes	87.9	12.1	-	100.0
19a. Sports News & Interviews	87.9	12.1	-	100.0
19b. Sports Events	-	-	-	-
20. Children's Programmes	16.4	83.6	-	100.0
20a. Youth Educational Progs.	100.0	-	-	100.0
20b-f. Children's Drama	17.0	83.0	-	100.0
20b. Crime, Western, etc.	6.5	93.5	-	100.0
20c. Comedy	-	-	-	-
20d. Fairy Tales	28.6	71.4	-	100.0
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	19.3	80.7	-	100.0
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	11.7	88.3	-	100.0
21. Programme Promotion	59.6	40.4	-	100.0
TOTALS	21.3	74.9	3.8	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-25. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on French Stations - CBC (Total), January 15-21, 1956 (in percent)

Class of Programme	French Stations - CBC (Total)			Total
	Local Material		Network	
	Live	Recorded		
1. News and Weather	28.7	-	71.3	100.0
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	-	-	-	-
5. Social & Human Relations	-	-	-	-
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	-	-	100.0	100.0
8. "Feedback" Programmes	-	-	-	-
9. Religion	100.0	-	-	100.0
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	-	100.0	100.0
13. Family Living & Shopping	-	-	-	-
13a. Family Living	-	-	-	-
13b. Merchandising	-	-	-	-
14. Music Programmes	-	12.3	87.7	100.0
14a. Serious	-	-	100.0	100.0
14b. Light	-	100.0	-	100.0
14c. Popular and Dance	-	15.3	84.7	100.0
14d. Folk, Western, Old, etc.	-	-	-	-
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	100.0	100.0
15a. Serious	-	-	-	-
15b. Domestic	-	-	100.0	100.0
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	50.0	-	50.0	100.0
19a. Sports News & Interviews	50.0	-	50.0	100.0
19b. Sports Events	-	-	-	-
20. Children's Programmes	-	-	100.0	100.0
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	100.0	100.0
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	100.0	100.0
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	100.0	100.0
TOTALS	10.8	7.3	81.9	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.



Table V-26. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Children Hours\* on French Stations - Private (French Network and Unaffiliated), January 15-21, 1956 (in percent)

Class of Programme	French Stations - Private							
	French Network				Unaffiliated			
	Local Material		Net-work	Total	Local Material		Net-work	Total
Live	Re-corded	Live			Re-corded			
1. News & Weather	72.1	10.7	17.2	100.0	99.0	1.0	-	100.0
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	-	-	-	-	-	-	-	-
4. Pol. & Pub. Aff.	75.0	-	25.0	100.0	100.0	-	-	100.0
5. Soc. Rel.	-	100.0	-	100.0	-	-	-	-
6. Misc. Info.	50.0	50.0	-	100.0	-	100.0	-	100.0
7. Canadian Activ.	100.0	-	-	100.0	-	100.0	-	100.0
8. "Feedback"	-	-	-	-	-	-	-	-
9. Religion	25.0	75.0	-	100.0	-	100.0	-	100.0
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agric., etc.	100.0	-	-	100.0	-	100.0	-	100.0
13. Fam. Liv., etc.	85.2	14.8	-	100.0	84.3	15.7	-	100.0
13a. Fam. Living	94.1	5.9	-	100.0	90.4	9.6	-	100.0
13b. Mds.	70.0	30.0	-	100.0	78.5	21.5	-	100.0
14. Music	0.3	97.0	2.7	100.0	1.0	99.0	-	100.0
14a. Serious	-	100.0	-	100.0	-	100.0	-	100.0
14b. Light	-	100.0	-	100.0	-	100.0	-	100.0
14c. Popular	-	96.4	3.6	100.0	1.1	98.9	-	100.0
14d. Folk, etc.	4.7	95.3	-	100.0	-	100.0	-	100.0
14e. Prose, etc.	-	-	-	-	-	-	-	-
15. Drama	-	50.0	50.0	100.0	-	-	-	-
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	50.0	50.0	100.0	-	-	-	-
15c. Comedy	-	-	-	-	-	-	-	-
15d. Crime, etc.	-	-	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-	-	-
16. Variety	-	-	-	-	-	-	-	-
17. Personalities	-	-	-	-	-	100.0	-	100.0
18. Quiz, etc.	69.2	30.8	-	100.0	-	100.0	-	100.0
19. Sports Progs.	100.0	-	-	100.0	100.0	-	-	100.0
19a. News	100.0	-	-	100.0	100.0	-	-	100.0
19b. Events	-	-	-	-	-	-	-	-
20. Children's	26.3	47.4	26.3	100.0	-	100.0	-	100.0
20a. Youth Educ.	-	-	-	-	-	-	-	-
20b-f. Drama	-	16.7	83.3	100.0	-	-	-	-
20b. Crime	-	100.0	-	100.0	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy T.	-	-	100.0	100.0	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	40.0	60.0	-	100.0	-	100.0	-	100.0
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	100.0	-	100.0	-	-	-	-
21. Prog. Promo.	-	-	-	-	100.0	-	-	100.0
TOTALS	24.0	65.1	10.9	100.0	26.5	73.5	-	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-27. Sound Radio Programme Time by Class of Programme and Origin  
 Within Canada: Children Hours\* on French Stations - Private (Total)  
 January 15-21, 1956. (in percent)

Class of Programmes	French Stations - Private (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	84.4	6.2	9.4	100.0
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	76.9	-	23.1	100.0
5. Social & Human Relations	-	100.0	-	100.0
6. Misc. Information	41.7	58.3	-	100.0
7. Canadian Activities & Heritage	93.8	6.2	-	100.0
8. "Feedback" Programmes	-	-	-	-
9. Religion	11.1	88.9	-	100.0
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	14.3	85.7	-	100.0
13. Family Living & Shopping	84.6	15.4	-	100.0
13a. Family Living	91.8	8.2	-	100.0
13b. Merchandising	76.4	23.6	-	100.0
14. Music Programmes	0.7	98.0	1.3	100.0
14a. Serious	-	100.0	-	100.0
14b. Light	-	100.0	-	100.0
14c. Popular and Dance	0.6	97.8	1.6	100.0
14d. Folk, Western, Old, etc.	3.2	96.8	-	100.0
14e. Readings of Prose and Poetry	-	-	-	-
15. Drama Programmes	-	50.0	50.0	100.0
15a. Serious	-	-	-	-
15b. Domestic	-	50.0	50.0	100.0
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	-	100.0	-	100.0
18. Quiz, Games and Contests	23.6	76.4	-	100.0
19. Sports Programmes	100.0	-	-	100.0
19a. Sports News & Interviews	100.0	-	-	100.0
19b. Sports Events	-	-	-	-
20. Children's Programmes	23.3	53.5	23.2	100.0
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	16.7	83.3	100.0
20b. Crime, Western, etc.	-	100.0	-	100.0
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	100.0	100.0
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	33.3	66.7	-	100.0
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	100.0	-	100.0
21. Programme Promotion	100.0	-	-	100.0
TOTALS	25.2	69.1	5.7	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-28. Sound Radio Programme Time: Children Hours\* in  
Local Material Which Was Live, by Percentage in  
Class of Programme by Class of Station, (English)  
January 15-21, 1956

Class of Programme	Local Material - LIVE						
	English Stations - CBC			English Stations - Private			
	Trans-Canada	Dominion	Total	Trans-Canada	Dominion	Unaffiliated	Total
1. News & Weather	-	100.0	25.7	49.8	57.2	64.9	58.3
2. Nature & Science	-	-	-	-	-	-	-
3. Foreign Lands	-	-	-	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	1.4	1.3	-	0.8
5. Soc. & Human Rel.	-	-	-	-	0.3	-	0.1
6. Misc. Information	-	-	-	-	-	0.3	0.1
7. Canadian Activ.	100.0	-	74.3	-	2.4	-	1.0
8. "Feedback" Progs.	-	-	-	-	-	-	-
9. Religion	-	-	-	-	-	-	-
10. Fine Arts, etc.	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	5.2	1.7	2.8
13. Fam. Living, etc.	-	-	-	9.4	9.1	4.3	7.4
13a. Family Living	-	-	-	6.2	8.3	4.3	6.4
13b. Merchandising	-	-	-	3.2	0.8	-	1.0
14. Music Programmes	-	-	-	-	3.6	3.7	2.8
14a. Serious	-	-	-	-	-	-	-
14b. Light	-	-	-	-	-	-	-
14c. Popular	-	-	-	-	2.3	-	0.9
14d. Folk, etc.	-	-	-	-	1.2	3.7	1.9
14e. Prose & Poetry	-	-	-	-	-	-	-
15. Drama Programmes	-	-	-	-	-	-	-
15a. Serious	-	-	-	-	-	-	-
15b. Domestic	-	-	-	-	-	-	-
15c. Comedy	-	-	-	-	-	-	-
15d. Crime, etc.	-	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-	-
16. Variety	-	-	-	-	-	-	-
17. Personalities	-	-	-	5.9	-	0.3	1.5
18. Quiz, Games, etc.	-	-	-	1.4	-	1.4	0.8
19. Sports Progs.	-	-	-	17.2	15.7	19.6	17.5
19a. News	-	-	-	17.2	15.7	19.6	17.5
19b. Events	-	-	-	-	-	-	-
20. Children's Prog.	-	-	-	14.9	4.7	0.9	5.7
20a. Youth Educ.	-	-	-	1.3	-	-	0.3
20b-f. Drama	-	-	-	2.7	1.6	0.9	1.6
20b. Crime, etc.	-	-	-	-	-	0.9	0.3
20c. Comedy	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	2.7	1.6	-	1.3
20e. Serious	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-
20g. Variety	-	-	-	4.1	3.1	-	2.2
20h. Quiz, etc.	-	-	-	-	-	-	-
20i. Other	-	-	-	6.8	-	-	1.6
21. Prog. Promo.	-	-	-	-	0.5	2.9	1.2
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-29. Sound Radio Programme Time: Children Hours\* in  
Local Material Which Was Recorded, by Percentage in  
Class of Programme by Class of Station (English)  
January 15-21, 1956

Class of Programme	Local Material - RECORDED						
	English Stations - CBC			English Stations - Private			
	Trans-Canada	Dominion	Total	Trans-Canada	Dominion	Unaffiliated	Total
1. News & Weather	-	-	-	1.0	-	0.3	0.3
2. Nature & Science	-	-	-	-	-	-	-
3. Foreign Lands	-	-	-	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	0.1	-	-	#
5. Soc. & Human Rel.	-	-	-	-	0.3	-	0.1
6. Misc. Information	-	-	-	-	0.8	0.7	0.6
7. Canadian Activ.	-	-	-	6.6	0.3	-	1.5
8. "Feedback" Progs.	-	-	-	-	-	-	-
9. Religion	-	-	-	-	0.2	-	0.1
10. Fine Arts, etc.	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	-	-	0.4	0.1
13. Fam. Living, etc.	2.3	-	0.6	4.5	1.3	0.6	1.7
13a. Family Living	2.3	-	0.6	1.2	0.2	0.6	0.5
13b. Merchandising	-	-	-	3.3	1.1	-	1.2
14. Music Programmes	97.7	100.0	99.4	81.2	85.3	85.1	84.4
14a. Serious	-	-	-	-	-	-	-
14b. Light	-	-	-	5.2	1.7	3.1	2.9
14c. Popular	97.7	100.0	-	65.7	65.1	63.0	64.4
14d. Folk, etc.	-	-	-	10.3	18.3	19.0	17.0
14e. Prose & Poetry	-	-	-	-	0.2	-	0.1
15. Drama Programmes	-	-	-	-	2.5	-	1.1
15a. Serious	-	-	-	-	-	-	-
15b. Domestic	-	-	-	-	0.4	-	0.2
15c. Comedy	-	-	-	-	-	-	-
15d. Crime, etc.	-	-	-	-	1.6	-	0.7
15e. Romantic	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-
15g. Other	-	-	-	-	0.5	-	0.2
16. Variety	-	-	-	-	-	2.4	0.9
17. Personalities	-	-	-	-	-	0.4	0.1
18. Quiz, Games, etc.	-	-	-	-	0.1	-	#
19. Sports Progs.	-	-	-	-	1.5	#	0.7
19a. News	-	-	-	-	1.5	#	0.7
19b. Events	-	-	-	-	-	-	-
20. Children's Prog.	-	-	-	6.6	7.2	10.1	8.2
20a. Youth Educ.	-	-	-	-	-	-	-
20b-f. Drama	-	-	-	2.8	3.1	0.8	2.2
20b. Crime, etc.	-	-	-	-	2.2	0.8	1.3
20c. Comedy	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	2.8	0.9	-	0.9
20e. Serious	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-
20g. Variety	-	-	-	1.4	1.6	4.4	2.6
20h. Quiz, etc.	-	-	-	-	-	-	-
20i. Other	-	-	-	2.4	2.5	4.9	3.4
21. Prog. Promo.	-	-	-	-	0.5	-	0.2
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

# Less than .05 percent



Table V-30. Sound Radio Programme Time: Children Hours\* in Network Material, by Percentage in Class of Programme by Class of Station (English), January 15-21, 1956

Class of Programme	Network Material						Total
	English Stations - CBC			English Stations - Private			
	Trans-Canada	Dominion	Total	Trans-Canada	Dominion	Unaffiliated	
1. News & Weather	9.9	-	9.9	-	32.8	-	12.8
2. Nature & Science	-	-	-	-	-	-	-
3. Foreign Lands	-	-	-	-	-	-	-
4. Pol. & Pub. Aff.	1.9	-	1.9	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-	-	-	-
6. Misc. Information	0.7	-	0.7	-	-	-	-
7. Canadian Activ.	6.4	-	6.4	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-
9. Religion	-	-	-	-	-	-	-
10. Fine Arts. etc.	3.6	-	3.6	-	-	-	-
11. Dance	-	-	-	-	-	-	-
12. Agriculture, etc.	7.1	-	7.1	28.5	-	-	17.4
13. Fam. Living, etc.	2.1	-	2.1	-	-	-	-
13a. Family Living	2.1	-	2.1	-	-	-	-
13b. Merchandising	-	-	-	-	-	-	-
14. Music Programmes	38.2	-	38.2	37.3	44.8	-	40.2
14a. Serious	24.5	-	24.5	-	35.8	-	13.9
14b. Light	2.4	-	2.4	28.7	9.0	-	21.0
14c. Popular	4.7	-	4.7	-	-	-	-
14d. Folk, etc.	6.6	-	6.6	8.6	-	-	5.3
14e. Prose & Poetry	-	-	-	-	-	-	-
15. Drama Programmes	3.6	-	3.6	28.5	22.4	-	26.1
15a. Serious	3.6	-	3.6	-	-	-	-
15b. Domestic	-	-	-	28.5	-	-	17.4
15c. Comedy	-	-	-	-	22.4	-	8.7
15d. Crime, etc.	-	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-	-
16. Variety	-	-	-	-	-	-	-
17. Personalities	2.8	-	2.8	5.7	-	-	3.5
18. Quiz, Games, etc.	-	-	-	-	-	-	-
19. Sports Progs.	1.2	-	1.2	-	-	-	-
19a. News	1.2	-	1.2	-	-	-	-
19b. Events	-	-	-	-	-	-	-
20. Children's Progs.	21.3	-	21.3	-	-	-	-
20a. Youth Educ.	14.9	-	14.9	-	-	-	-
20b-f. Drama	4.3	-	4.3	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-
20d. Fairy Tales	4.3	-	4.3	-	-	-	-
20e. Serious	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-
20i. Other	2.1	-	2.1	-	-	-	-
21. Prog. Promo.	1.2	-	1.2	-	-	-	-
TOTALS	100.0	-	100.0	100.0	100.0	-	100.0

\* Monday - Friday, 4:30 to 6:30 p.m.

Table V-31. Sound Radio Programme Time: Children Hours\* in  
Local Material Which Was Live, by Percentage in Class  
of Programme by Class of Station (French),  
January 15-21, 1956

Class of Programme	Local Material - LIVE			
	French Stations - CBC	French Stations - Private		Total
	Total	French Network	Un-affiliated	
1. News & Weather	20.0	39.2	46.2	42.7
2. Nature & Science	-	-	-	-
3. Foreign Lands	-	-	-	-
4. Pol. & Pub. Aff.	-	3.5	0.4	1.9
5. Soc. & Human Rel.	-	-	-	-
6. Misc. Information	-	1.8	-	1.0
7. Canadian Activ.	-	5.8	-	2.9
8. "Feedback" Progs.	-	-	-	-
9. Religion	60.0	1.2	-	0.6
10. Fine Arts, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, etc.	-	1.9	-	1.0
13. Fam. Living, etc.	-	17.7	39.7	28.6
13a. Family Living	-	12.3	20.7	16.5
13b. Merchandising	-	5.4	19.0	12.1
14. Music Programmes	-	0.8	2.4	1.6
14a. Serious	-	-	-	-
14b. Light	-	-	-	-
14c. Popular	-	-	2.4	1.2
14d. Folk, etc.	-	0.8	-	0.4
14e. Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	-	-
15a. Serious	-	-	-	-
15b. Domestic	-	-	-	-
15c. Comedy	-	-	-	-
15d. Crime, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Com.	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games, etc.	-	3.5	-	1.8
19. Sports Progs.	20.0	13.0	9.8	11.4
19a. News	20.0	13.0	9.8	11.4
19b. Events	-	-	-	-
20. Children's Prog.	-	11.6	-	5.8
20a. Youth Educ.	-	-	-	-
20b.-f. Drama	-	-	-	-
20b. Crime, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	11.6	-	5.8
20h. Quiz, etc.	-	-	-	-
20i. Other	-	-	-	-
21. Prog. Promo.	-	-	1.5	0.7
TOTALS	100.0	100.0	100.0	100.0

\* Monday-Friday, 4:30 to 6:30 p.m.

Table V-32. Sound Radio Programme Time: Children Hours\* in  
Local Material Which Was Recorded, by Percentage in  
Class of Programme by Class of Station (French),  
January 15-21, 1956

Class of Programme	Local Material - RECORDED			
	French Stations - CBC		French Stations - Private	
	Total	French Network	Un-affiliated	Total
1. News & Weather	-	2.1	0.2	1.1
2. Nature & Science	-	-	-	-
3. Foreign Lands	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-
5. Soc. & Human Rel.	-	2.1	-	1.1
6. Misc. Information	-	0.7	0.3	0.5
7. Canadian Activ.	-	-	0.1	0.1
8. "Feedback" Progs.	-	-	-	-
9. Religion	-	1.3	2.1	1.6
10. Fine Arts, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, etc.	-	-	4.3	2.1
13. Fam. Living, etc.	-	1.1	2.7	1.9
13a. Family Living	-	0.3	0.8	0.5
13b. Merchandising	-	0.9	1.9	1.4
14. Music Programmes	100.0	78.0	84.0	81.0
14a. Serious	-	5.4	2.1	3.8
14b. Light	23.5	9.1	3.4	6.3
14c. Popular	76.5	57.7	75.7	66.6
14d. Folk, etc.	-	5.8	2.8	4.3
14e. Prose & Poetry	-	-	-	-
15. Drama Programmes	-	6.4	-	3.2
15a. Serious	-	-	-	-
15b. Domestic	-	6.4	-	3.2
15c. Comedy	-	-	-	-
15d. Crime, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Com.	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	-	-	0.7	0.4
18. Quiz, Games, etc.	-	0.6	3.6	2.1
19. Sports Progs.	-	-	-	-
19a. News	-	-	-	-
19b. Events	-	-	-	-
20. Children's Progs.	-	7.7	2.0	4.9
20a. Youth Educ.	-	-	-	-
20b.-f. Drama	-	0.9	-	0.4
20b. Crime, etc.	-	0.9	-	0.4
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	6.4	2.0	4.3
20h. Quiz, etc.	-	-	-	-
20i. Other	-	0.4	-	0.2
21. Prog. Promo.	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0

\* Monday-Friday, 4:30 to 6:30 p.m.

Table V-33. Sound Radio Programme Time: Children Hours\* in Network Material, by Percentage in Class of Programme by Class of Station (French), January 15-21, 1956

Class of Programme	Network Material				
	Total	French Stations - Private			
		French Stations - CBC	French Network	Un-affiliated	Total
1. News & Weather	6.6		20.6	-	20.6
2. Nature & Science	-		-	-	-
3. Foreign Lands	-		-	-	-
4. Pol. & Pub. Aff.	-		2.6	-	2.6
5. Soc. & Human Rel.	-		-	-	-
6. Misc. Information	-		-	-	-
7. Canadian Activ.	1.6		-	-	-
8. "Feedback" Progs.	-		-	-	-
9. Religion	-		-	-	-
10. Fine Arts, etc.	-		-	-	-
11. Dance	-		-	-	-
12. Agriculture, etc.	7.9		-	-	-
13. Fam. Living, etc.	-		-	-	-
13a. Family Living	-		-	-	-
13b. Merchandising	-		-	-	-
14. Music Programmes	63.9		12.8	-	12.8
14a. Serious	25.9		-	-	-
14b. Light	-		-	-	-
14c. Popular	38.0		12.8	-	12.8
14d. Folk, etc.	-		-	-	-
14e. Prose & Poetry	-		-	-	-
15. Drama Programmes	1.6		38.4	-	38.4
15a. Serious	-		-	-	-
15b. Domestic	1.6		38.4	-	38.4
15c. Comedy	-		-	-	-
15d. Crime, etc.	-		-	-	-
15e. Romantic	-		-	-	-
15f. Musical Com.	-		-	-	-
15g. Other	-		-	-	-
16. Variety	-		-	-	-
17. Personalities	-		-	-	-
18. Quiz, Games, etc.	-		-	-	-
19. Sports Progs.	2.6		-	-	-
19a. News	2.6		-	-	-
19b. Events	-		-	-	-
20. Children's Progs.	7.9		25.6	-	25.6
20a. Youth Educ.	-		-	-	-
20b.-f. Drama	7.9		25.6	-	25.6
20b. Crime, etc.	-		-	-	-
20c. Comedy	-		-	-	-
20d. Fairy Tales	7.9		25.6	-	25.6
20e. Serious	-		-	-	-
20f. Other	-		-	-	-
20g. Variety	-		-	-	-
20h. Quiz, etc.	-		-	-	-
20i. Other	-		-	-	-
21. Prog. Promo.	7.9		-	-	-
TOTALS	100.0		100.0	-	100.0

\* Monday-Friday, 4:30 to 6:30 p.m.



Table VI-1. Sound Radio Programme Time: Daytime Hours\* on the Individual Stations by Class of Station, January 15-21, 1956

Stations by Class of Station	Time on the Air	
	In Minutes	In Hours
CBC Stations (English)	14,697	245.0
Trans-Canada:	11,547	192.5
CBI - Sydney	2,850	47.5
CBL - Toronto	2,850	47.5
CBU - Vancouver	2,925	48.8
CBW - Winnipeg	2,922	48.7
Dominion:	3,150	52.5
CJBC - Toronto	3,150	52.5
Private Stations (English)	117,104	1951.7
Trans-Canada:	25,164	419.4
CKFR - Fort William	2,914	48.6
CFNB - Fredericton	3,000	50.0
CKOV - Kelowna	3,070	51.2
CJOC - Lethbridge	3,150	52.5
CJIC - Sault Ste. Marie	3,300	55.0
CHSJ - St. John, N. B.	3,140	52.3
CKGB - Timmins	3,150	52.5
CJAT - Trail	3,440	57.3
Dominion:	49,517	825.3
GJFX - Antigonish	2,840	47.3
CKX - Brandon	3,150	52.5
CFCN - Calgary	3,150	52.5
CFCY - Charlottetown	2,742	45.7
CHWK - Chilliwack	3,000	50.0
CFRN - Edmonton	3,270	53.8
CFPL - London	3,225	52.5
CKCW - Moncton	3,150	52.5
CFCF - Montreal	3,300	55.0
CHAB - Moose Jaw	3,150	52.5
CKOY - Ottawa	3,150	52.5
CHOV - Pembroke	2,850	47.5
CFQC - Saskatoon	2,850	47.5
CKTS - Sherbrooke	3,150	52.5
CJOR - Vancouver	3,150	52.5
CKRC - Winnipeg	3,150	52.5
Unaffiliated:	42,423	707.1
CKBC - Bathurst	2,850	47.5
CKXL - Calgary	3,150	52.5
CKGR - Galt	2,625	43.8
CJCH - Halifax	3,000	50.0
CJAD - Montreal	3,150	52.5
CJNE - North Battleford	3,000	50.0
CKOM - Saskatoon	3,315	55.3
CJON - St. Johns	2,850	47.5
CJRW - Summerside	2,658	44.3
CFRB - Toronto	3,225	53.8
CKEY - Toronto	3,150	52.5
CKWX - Vancouver	3,150	52.5
CKDA - Victoria	3,150	52.5
CJOB - Winnipeg	3,150	52.5

\* Monday - Friday, sign-on to 4:30 p.m.

(continued)

Table VI-1. (continued)

Stations by Class of Station	Time on the Air	
	In Minutes	In Hours
CBC Stations (French)	5,468	91.1
CBAF - Moncton	2,618	43.6
CBF - Montreal	2,850	47.5
Private Stations (French)	50,700	845.0
Network Affiliated:	26,552	442.5
CJEM - Edmunston	2,850	47.5
CFRG - Gravelbourg	2,850	47.5
CKCH - Hull	3,225	53.8
CHNC - New Carlisle	2,850	47.5
CJBR - Rimouski	3,000	50.0
CHLT - Sherbrooke	3,175	52.9
CKSB - St. Boniface	2,875	47.9
CHGB - Ste. Anne de la Pocatiere	2,875	47.9
CKVD - Val d'Or	2,852	47.5
Unaffiliated:	24,148	402.5
CJMT - Chicoutimi	3,140	52.3
CHEF - Granby	2,710	45.2
CKRS - Jonquiere	3,150	52.5
CKBM - Montmagny	2,850	47.5
CKAC - Montreal	3,175	52.9
CHRC - Quebec	3,148	52.5
CHRL - Roberval	2,825	47.1
CKVL - Verdun	3,150	52.5

Table VI-2. Sound Radio Programme Time by Class of Programme:  
Daytime Hours\* on English Stations - CBC (Trans-  
Canada, Dominion and Total), January 15-21, 1956

Class of Programme	English Stations - CBC					
	Trans-Canada		Dominion		Total	
	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent
1. News & Weather	1,249	10.8	196	6.2	1,445	9.8
2. Nature & Science	12	0.1	-	-	12	0.1
3. Foreign Lands	85	0.7	15	0.5	100	0.7
4. Pol. & Pub. Aff.	311	2.7	30	1.0	341	2.3
5. Soc. & Human Rel.	290	2.5	-	-	290	2.0
6. Misc. Information	40	0.3	-	-	40	0.3
7. Canadian Activ.	456	3.9	30	0.9	486	3.3
8. "Feedback" Progs.	-	-	-	-	-	-
9. Religion	360	3.1	-	-	360	2.4
10. Fine Arts, etc.	474	4.1	15	0.5	489	3.3
11. Dance	-	-	-	-	-	-
12. Agriculture, etc.	730	6.3	-	-	730	5.0
13. Fam. Living, etc.	533	4.6	71	2.3	604	4.1
13a. Family Living	533	4.6	71	2.3	604	4.1
13b. Merchandising	-	-	-	-	-	-
14. Music Programmes	3,657	31.8	2,499	79.3	6,156	41.9
14a. Serious	570	4.9	331	10.5	901	6.1
14b. Light	1,596	13.8	-	-	1,596	10.9
14c. Popular	1,171	10.2	2,168	68.8	3,339	22.7
14d. Folk, etc.	320	2.9	-	-	320	2.2
14e. Prose & Poetry	-	-	-	-	-	-
15. Drama Programmes	1,633	14.2	-	-	1,633	11.1
15a. Serious	-	-	-	-	-	-
15b. Domestic	1,575	13.6	-	-	1,575	10.7
15c. Comedy	58	0.6	-	-	58	0.4
15d. Crime, etc.	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-
16. Variety	630	5.5	-	-	630	4.3
17. Personalities	40	0.3	150	4.8	190	1.3
18. Quiz, Games, etc.	-	-	-	-	-	-
19. Sports Progs.	90	0.8	44	1.4	134	0.9
19a. News	90	0.8	44	1.4	134	0.9
19b. Events	-	-	-	-	-	-
20. Children's Prog.	932	8.1	100	3.1	1,032	7.0
20a. Youth Educ.	932	8.1	-	-	932	6.3
20b-f. Drama	-	-	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-
20i. Other	-	-	100	3.1	100	0.7
21. Prog. Promo.	25	0.2	-	-	25	0.2
TOTALS	11,547	100.0	3,150	100.0	14,697	100.0

\* Monday-Friday, sign-on to 4:30 p.m.

Table VI-3. Sound Radio Programme Time by Class of Programme:  
Daytime Hours\* on English Stations - Private (Trans-Canada,  
Dominion, Unaffiliated and Total),  
January 15-21, 1956

Class of Programme	English Stations - Private							
	Trans-Canada		Dominion		Un-affiliated		Total	
	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent
1. News & Weather	2,902	11.5	7,064	14.3	5,990	14.1	15,956	13.6
2. Nature & Science	-	-	20	#	-	-	20	#
3. Foreign Lands	24	0.1	30	0.1	-	-	54	#
4. Pol. & Pub. Aff.	-	-	153	0.3	40	0.1	193	0.2
5. Soc. Rel.	240	1.0	90	0.2	90	0.2	420	0.4
6. Misc. Info.	75	0.3	90	0.2	50	0.1	215	0.2
7. Canadian Activ.	20	0.1	249	0.5	315	0.7	584	0.5
8. "Feedback"	-	-	-	-	-	-	-	-
9. Religion	736	2.9	1,119	2.3	935	2.2	2,790	2.4
10. Fine Arts, etc.	240	1.0	114	0.2	203	0.5	557	0.5
11. Dance	-	-	-	-	-	-	-	-
12. Agric., etc.	383	1.5	1,056	2.1	585	1.4	2,024	1.7
13. Fam. Liv., etc.	1,608	6.4	2,272	4.6	2,725	6.4	6,605	5.6
13a. Fam. Living	1,533	6.1	1,857	3.8	2,324	5.4	5,714	4.9
13b. Mds.	75	0.3	415	0.8	401	1.0	891	0.7
14. Music	11,246	44.6	29,893	60.4	25,556	60.2	66,695	56.9
14a. Serious	17	0.1	293	0.6	88	0.2	398	0.3
14b. Light	905	3.6	1,903	3.8	706	1.6	3,514	3.0
14c. Popular	8,810	35.0	23,773	48.0	21,335	50.3	53,918	46.0
14d. Folk, etc.	1,484	5.8	3,844	7.8	3,347	7.9	8,675	7.4
14e. Prose, etc.	30	0.1	80	0.2	80	0.2	190	0.2
15. Drama	3,621	14.4	1,001	2.0	1,789	4.2	6,411	5.5
15a. Serious	-	-	30	#	-	-	30	#
15b. Domestic	3,621	14.4	523	1.1	1,569	3.7	5,713	4.9
15c. Comedy	-	-	24	0.1	160	0.3	184	0.2
15d. Crime, etc.	-	-	394	0.8	30	0.1	424	0.4
15e. Romantic	-	-	30	#	30	0.1	60	#
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-	-	-
16. Variety	1,615	6.4	494	1.0	555	1.3	2,664	2.3
17. Personalities	353	1.4	1,440	2.9	968	2.3	2,761	2.4
18. Quiz, etc.	650	2.6	1,661	3.4	1,323	3.1	3,634	3.1
19. Sports Progs.	240	1.0	1,470	3.0	924	2.3	2,634	2.2
19a. News	240	1.0	1,470	3.0	924	2.3	2,634	2.2
19b. Events	-	-	-	-	-	-	-	-
20. Children's	1,186	4.7	1,137	2.3	375	0.9	2,698	2.3
20a. Youth Educ.	1,036	4.1	836	1.7	-	-	1,872	1.6
20b-f. Drama	-	-	-	-	126	0.3	126	0.1
20b. Crime	-	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy T.	-	-	-	-	126	0.3	126	0.1
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	178	0.3	249	0.6	427	0.4
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	150	0.6	123	0.3	-	-	273	0.2
21. Prog. Promo.	25	0.1	164	0.3	-	-	189	0.2
TOTALS	25,164	100.0	49,517	100.0	42,423	100.0	117,104	100.0

\* Monday - Friday, Sign-on to 4:30 p.m.

# Less than .05 percent



Table VI-4. Sound Radio Programme Time by Class of Programme:  
Daytime Hours\* on French Stations - CBC  
January 15-21, 1956

Class of Programme	French Stations - CBC	
	Minutes	Percent
1. News and Weather	346	6.3
2. Nature and Science	-	-
3. Foreign Lands and Peoples	-	-
4. Political & Other Public Aff.	-	-
5. Social & Human Relations	80	1.5
6. Misc. Information	170	3.1
7. Canadian Activities & Heritage	60	1.1
8. "Feedback" Programmes	-	-
9. Religion	150	2.7
10. Fine Arts, Literature, etc.	60	1.1
11. Dance	-	-
12. Agriculture, Fisheries, etc.	214	3.9
13. Family Living & Shopping	355	6.5
13a. Family Living	355	6.5
13b. Merchandising	-	-
14. Music Programmes	1,972	36.1
14a. Serious	285	5.2
14b. Light	360	6.6
14c. Popular and Dance	1,233	22.6
14d. Folk, Western, Old, etc.	94	1.7
14e. Readings of Prose & Poetry	-	-
15. Drama Programmes	1,365	25.0
15a. Serious	-	-
15b. Domestic	1,245	22.8
15c. Comedy	60	1.1
15d. Crime, Western, etc.	-	-
15e. Romantic	60	1.1
15f. Musical Comedy	-	-
15g. Other	-	-
16. Variety	300	5.5
17. Personalities	225	4.1
18. Quiz, Games and Contests	75	1.4
19. Sports Programmes	25	0.5
19a. Sports News & Interviews	25	0.5
19b. Sports Events	-	-
20. Children's Programmes	-	-
20a. Youth Educational Progs.	-	-
20b-f. Children's Drama	-	-
20b. Crime, Western, etc.	-	-
20c. Comedy	-	-
20d. Fairy Tales	-	-
20e. Serious	-	-
20f. Other	-	-
20g. Children's Variety	-	-
20h. Quiz, Games & Contests	-	-
20i. Other Children's Progs.	-	-
21. Programme Promotion	71	1.2
TOTALS	5,468	100.0

\* Monday - Friday, Sign-on to 4:30 p.m.

Table VI-4-A. Sound Radio Programme Time by Class of Programme:  
Daytime Hours\* on French Stations - Private  
(French Network, Unaffiliated and Total)  
January 15-21, 1956

Class of Programme	French Stations - Private					
	French Network		Unaffiliated		Total	
	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent
1. News & Weather	2,552	9.6	2,483	10.3	5,035	9.9
2. Nature & Science	-	-	-	-	-	-
3. Foreign Lands	-	-	-	-	-	-
4. Pol. & Pub. Aff.	-	-	75	0.3	75	0.1
5. Soc. & Human Rel.	270	1.0	86	0.4	356	0.7
6. Misc. Information	408	1.5	180	0.7	588	1.2
7. Canadian Activ.	205	0.8	110	0.5	315	0.6
8. "Feedback" Progs.	-	-	52	0.2	52	0.1
9. Religion	1,295	4.9	1,302	5.4	2,597	5.1
10. Fine Arts, etc.	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-
12. Agriculture, etc.	1,478	5.6	325	1.3	1,803	3.6
13. Fam. Living, etc.	1,739	6.5	1,184	4.9	2,923	5.8
13a. Family Living	1,697	6.4	1,048	4.3	2,745	5.4
13b. Merchandising	42	0.1	136	0.6	178	0.4
14. Music Programmes	12,823	48.3	15,547	64.4	28,370	56.0
14a. Serious	605	2.3	290	1.2	895	1.8
14b. Light	1,125	4.2	1,189	4.9	2,314	4.6
14c. Popular	9,860	37.2	13,137	54.4	22,997	45.3
14d. Folk, etc.	2,233	4.6	931	3.9	2,164	4.3
14e. Prose & Poetry	-	-	-	-	-	-
15. Drama Programmes	3,552	13.4	1,431	5.9	4,983	9.8
15a. Serious	-	-	-	-	-	-
15b. Domestic	3,552	13.4	1,431	5.9	4,983	9.8
15c. Comedy	-	-	-	-	-	-
15d. Crime, etc.	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-
16. Variety	690	2.6	45	0.2	735	1.4
17. Personalities	505	1.9	210	0.9	715	1.4
18. Quiz, Games, etc.	677	2.5	528	2.2	1,205	2.4
19. Sports Progs.	178	0.7	415	1.7	593	1.2
19a. News	178	0.7	415	1.7	593	1.2
19b. Events	-	-	-	-	-	-
20. Children's Progs.	150	0.6	175	0.7	325	0.6
20a. Youth Educ.	150	0.6	-	-	150	0.3
20b-f. Drama	-	-	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-
20h. Quiz, etc.	-	-	50	0.2	50	0.1
20i. Other	-	-	125	0.5	125	0.2
21. Prog. Promo.	30	0.1	-	-	30	0.1
TOTALS	26,552	100.0	24,148	100.0	50,700	100.0

\* Monday - Friday, Sign-on to 4:30 p.m.

Table VI-5. Sound Radio Programme Time by Origin Within Canada:  
Daytime Hours\* by Class of Station, January 15-21, 1956

Class of Station	Local Material		Network	Total
	Live	Recorded (minutes)		
English Stations - CBC	589	3,541	10,567	14,697
Trans-Canada Network	214	916	10,417	11,547
Dominion Network	375	2,625	150	3,150
English Stations - Private	26,889	79,552	10,663	117,104
Trans-Canada Network	4,562	13,147	7,455	25,164
Dominion Network	11,603	35,402	2,512	49,517
Unaffiliated	10,724	31,003	696	42,423
French Stations - CBC	161	657	4,650	5,468
French Stations - Private	7,557	34,907	8,236	50,700
French Network	3,013	15,303	8,236	26,552
Unaffiliated	4,544	19,604	-	24,148
			(percent)	
English Stations - CBC	4.0	24.1	71.9	100.0
Trans-Canada Network	1.9	7.9	90.2	100.0
Dominion Network	11.9	83.3	4.8	100.0
English Stations - Private	23.0	67.9	9.1	100.0
Trans-Canada Network	18.1	52.2	29.7	100.0
Dominion Network	23.4	71.5	5.1	100.0
Unaffiliated	25.3	73.1	1.6	100.0
French Stations - CBC	3.0	12.0	85.0	100.0
French Stations - Private	14.9	68.9	16.2	100.0
French Network	11.3	57.7	31.0	100.0
Unaffiliated	18.8	81.2	-	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-6. Sound Radio Programme Time, Commercial and Sustaining:  
Daytime Hours\* by Class of Station, January 15-21, 1956

Class of Station	Commercial	Sustaining	Total
		(in minutes)	
English Stations - CBC	3,279	11,418	14,697
Trans-Canada Network	2,721	8,826	11,547
Dominion Network	558	2,592	3,150
English Stations - Private	87,828	29,276	117,104
Trans-Canada Network	19,115	6,049	25,164
Dominion Network	35,571	13,946	49,517
Unaffiliated	33,142	9,281	42,423
French Stations - CBC	2,164	3,304	5,468
French Stations - Private	35,018	15,682	50,700
French Network	18,226	8,326	26,552
Unaffiliated	16,792	7,356	24,148
		(in percent)	
English Stations - CBC	22.3	77.7	100.0
Trans-Canada Network	23.6	76.4	100.0
Dominion Network	17.7	82.3	100.0
English Stations - Private	75.0	25.0	100.0
Trans-Canada Network	76.0	24.0	100.0
Dominion Network	71.8	28.2	100.0
Unaffiliated	78.1	21.9	100.0
French Stations - CBC	39.6	60.4	100.0
French Stations - Private	69.1	30.9	100.0
French Network	68.6	31.4	100.0
Unaffiliated	69.5	30.5	100.0

\* Monday - Friday, sign-on to 4:30 p.m.



Table VI-7. Sound Radio Programme Time, Percent in Commercial and Sustaining: Daytime Hours\* on the Individual Stations by Class of Station, January 15-21, 1956

Stations by Class of Station	Commercial	Sustaining	Total
CBC Stations (English)	22.3	77.7	100.0
Trans-Canada	23.6	76.4	100.0
CBI - Sydney	24.7	75.3	100.0
CBL - Toronto	26.1	73.9	100.0
CBU - Vancouver	15.2	84.8	100.0
CBW - Winnipeg	28.3	71.7	100.0
Dominion:	17.7	82.3	100.0
CJBC - Toronto	17.7	82.3	100.0
Private Stations (English)	75.0	25.0	100.0
Trans-Canada:	76.0	24.0	100.0
CKPR - Fort William	87.5	12.5	100.0
CFNB - Fredericton	81.6	18.4	100.0
CKOV - Kelowna	66.7	33.3	100.0
CJOC - Lethbridge	83.6	16.4	100.0
CJIC - Sault Ste. Marie	77.6	22.4	100.0
CHSJ - St. John, N. B.	73.6	26.4	100.0
CKGB - Timmins	68.6	31.4	100.0
CJAT - Trail	69.8	30.2	100.0
Dominion:	71.8	28.2	100.0
CJFX - Antigonish	48.0	52.0	100.0
CKX - Brandon	75.6	24.4	100.0
CFCN - Calgary	65.7	34.3	100.0
CFCY - Charlottetown	62.4	37.6	100.0
CHWK - Chilliwack	75.3	24.7	100.0
CFRN - Edmonton	79.0	21.0	100.0
CFPL - London	78.4	21.6	100.0
CKCW - Moncton	66.7	33.3	100.0
CFCF - Montreal	82.1	17.9	100.0
CHAB - Moose Jaw	86.4	13.6	100.0
CKOY - Ottawa	88.9	11.1	100.0
CHOV - Pembroke	64.6	35.4	100.0
CFQC - Saskatoon	70.6	29.4	100.0
CKTS - Sherbrooke	31.6	68.4	100.0
CJOR - Vancouver	83.9	16.1	100.0
CKRC - Winnipeg	85.4	14.6	100.0
Unaffiliated:	78.1	21.9	100.0
CKBC - Bathurst	31.9	68.1	100.0
CKXL - Calgary	81.2	18.8	100.0
CKGR - Galt	77.6	22.4	100.0
CJCH - Halifax	81.4	18.6	100.0
CJAD - Montreal	81.7	18.3	100.0
CJNB - North Battleford	59.1	40.9	100.0
CKOM - Saskatoon	83.9	16.1	100.0
CJON - St. Johns	94.4	5.6	100.0
CJRW - Summerside	28.3	71.7	100.0
CFRB - Toronto	93.4	6.6	100.0
CKEY - Toronto	99.6	0.4	100.0
CKWX - Vancouver	92.9	7.1	100.0
CKDA - Victoria	80.6	19.4	100.0
CJOB - Winnipeg	95.6	4.4	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

(continued)

Table VI-7. (continued)

Stations by Class of Station	Commercial	Sustaining	Total
CBC Stations (French)	39.6	60.4	100.0
CBAF - Moncton	39.3	60.7	100.0
CBF - Montreal	39.8	60.2	100.0
Private Stations (French)	69.1	30.9	100.0
Network Affiliated:	68.6	31.4	100.0
CJEM - Edmunston	54.0	46.0	100.0
CFRG - Gravelbourg	73.2	26.8	100.0
CKCH - Hull	74.1	25.9	100.0
CHNC - New Carlisle	62.8	37.2	100.0
CJBR - Rimouski	84.5	15.5	100.0
CHLT - Sherbrooke	75.8	24.2	100.0
CKSB - St. Boniface	62.8	37.2	100.0
CHGB - Ste. Anne de la Pocatiere	65.6	34.4	100.0
CKVD - Val d'Or	62.7	37.3	100.0
Unaffiliated:	69.5	30.5	100.0
CJMT - Chicoutimi	73.6	26.4	100.0
CHEF - Granby	52.2	47.8	100.0
CKRS - Jonquiere	79.8	20.2	100.0
CKBM - Montmagny	52.1	47.9	100.0
CKAC - Montreal	70.2	29.8	100.0
CHRC - Quebec	69.3	30.7	100.0
CHRL - Roberval	66.2	33.8	100.0
CKVL - Verdun	88.4	11.6	100.0

Table VI-8. Sound Radio Programme Time: Time Devoted to Advertising  
and to Non-Commercial Community Service Announcements:  
Daytime Hours\* by Class of Station,  
January 15-21, 1956

Class of Station	Advertising Time		Non-Commercial Announcement Time	
	Minutes	Percent of Total Time	Minutes	Percent of Total Time
English Stations - CBC	641.9	4.4	30.8	0.20
Trans-Canada Network	517.1	4.5	30.5	0.26
Dominion Network	124.8	4.0	0.3	0.01
English Stations - Private	16,449.6	14.0	244.3	0.21
Trans-Canada Network	3,575.2	14.2	83.0	0.33
Dominion Network	6,802.6	13.7	104.4	0.21
Unaffiliated	6,071.8	14.3	56.9	0.13
French Stations - CBC	421.7	7.7	2.0	0.04
French Stations - Private	5,729.9	11.3	24.0	0.05
French Network	3,049.5	11.5	9.5	0.04
Unaffiliated	2,680.4	11.1	14.5	0.06

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-8-A. Sound Radio Programme Time: Time Devoted to Advertising  
and to Non-Commercial Community Service Announcements:  
Daytime Hours\* on the Individual Stations,  
January 15-21, 1956

Stations by Class of Station	Total Time on the Air	Advertising Time		Non-Commercial Announcement Time	
	Minutes	Minutes	Percent of Total Time	Minutes	Percent of Total Time
CBC Stations (English)	14,697	641.9	4.4	30.8	0.20
Trans-Canada:	11,547	517.1	4.5	30.5	0.26
CBI - Sydney	2,850	136.3	4.8	1.0	0.04
CBL - Toronto	2,850	144.8	5.1	-	-
CBU - Vancouver	2,925	79.5	2.7	1.5	0.05
CBW - Winnipeg	2,922	156.5	5.4	28.0	0.95
Dominion:	3,150	124.8	4.0	0.3	0.01
CJBC - Toronto	3,150	124.8	4.0	0.3	0.01
Private Stations (English)	117,104	16,449.6	14.0	244.3	0.21
Trans-Canada:	25,164	3,575.2	14.2	83.0	0.33
CKPR - Fort William	2,914	539.9	18.5	-	-
CFNB - Fredericton	3,000	505.0	16.8	15.0	0.50
CKOV - Kelowna	3,070	368.0	12.0	17.0	0.55
CJOC - Lethbridge	3,150	564.7	17.9	-	-
CJIC - Sault Ste. Marie	3,300	431.8	13.1	8.1	0.25
CHSJ - St. John, N. B.	3,140	457.7	14.6	11.4	0.36
CKGB - Timmins	3,150	384.3	12.2	27.5	0.87
CJAT - Trail	3,440	323.8	9.4	7.0	0.12
Dominion:	49,517	6,802.6	13.7	104.4	0.21
CJFX - Antigonish	2,840	185.7	6.5	14.5	0.51
CKX - Brandon	3,150	572.2	18.2	3.0	0.10
CFCN - Calgary	3,150	421.7	13.4	7.0	0.22
CFCY - Charlottetown	2,742	301.0	11.0	-	-
CHWK - Chilliwack	3,000	476.3	15.9	4.8	0.16
CFRN - Edmonton	3,210	439.2	13.3	20.3	0.63
CFPL - London	3,225	569.0	17.6	5.3	0.16
KCKW - Moncton	3,150	408.3	13.0	4.0	0.13
CFCF - Montreal	3,300	445.6	13.5	3.0	0.09
CHAB - Moose Jaw	3,150	683.0	21.7	1.3	0.04
CKOY - Ottawa	3,150	573.1	18.2	-	-
CHOV - Pembroke	2,850	302.4	10.6	14.0	0.49
CFQC - Saskatoon	3,150	400.3	12.7	4.3	0.14
CKTS - Sherbrooke	3,150	120.5	3.8	-	-
CJOR - Vancouver	3,150	401.3	12.7	2.3	0.07
CKRC - Winnipeg	3,150	503.0	16.0	20.6	0.65
Unaffiliated:	42,423	6,071.8	14.3	56.9	0.13
CKBC - Bathurst	2,850	106.8	3.7	-	-
CKXL - Calgary	3,150	463.9	14.7	-	-
CKGR - Galt	2,625	211.1	8.0	-	-
CJCH - Halifax	3,000	392.5	13.1	8.5	0.28
CJAD - Montreal	3,150	537.1	17.0	2.0	0.06
CJNB - North Battleford	3,000	212.1	7.1	-	-
CKOM - Saskatoon	3,315	285.8	8.6	6.6	0.20
CJON - St. Johns	2,850	642.3	22.5	-	-
CJRW - Summerside	2,658	136.2	5.1	-	-
CFRE - Toronto	3,225	731.9	22.7	0.8	0.02
CKEY - Toronto	3,150	811.7	25.8	22.0	0.70
CKWX - Vancouver	3,150	653.9	20.8	-	-
CKDA - Victoria	3,150	446.0	14.2	8.0	0.25
CJOB - Winnipeg	3,150	440.5	14.0	9.0	0.29

(continued)

\* Monday - Friday, sign-on to 4:30 p.m.



Table VI-8-A. (Continued)

Stations by Class of Station	Total Time on the Air	Advertising Time		Non-Commercial Announcement Time	
	Minutes	Minutes	Percent of Total Time	Minutes	Percent of Total Time
CBC Stations (French)	5,468	421.7	7.7	2.0	0.04
CBAF - Moncton	2,618	198.2	7.6	-	-
CBF - Montreal	2,850	223.5	7.8	2.0	0.04
Private Stations (French)	50,700	5,729.9	11.3	24.0	0.05
Network Affiliated:	26,552	3,049.5	11.5	9.5	0.04
CJEM - Edmunston	2,850	285.7	10.0	-	-
CFRG - Gravelbourg	2,850	226.2	7.9	-	-
CKCH - Hull	3,225	460.8	14.3	-	-
CHNC - New Carlisle	2,850	339.5	11.9	-	-
CJER - Rimouski	3,000	478.0	15.9	1.3	0.04
CHLT - Sherbrooke	3,175	429.3	13.5	-	-
CKSB - St. Boniface	2,875	319.9	11.1	7.2	0.25
CHGB - Ste. Anne de la Pocatiere	2,875	205.4	7.1	-	-
CKVD - Val d'Or	2,852	304.7	10.7	1.0	0.04
Unaffiliated:	24,148	2,680.4	11.1	14.5	0.06
CJMT - Chicoutimi	3,140	309.8	9.9	-	-
CHEF - Granby	2,710	104.3	3.8	-	-
CKRS - Jonquiere	3,150	326.2	10.4	1.0	0.03
CKBM - Montmagny	2,850	109.8	3.9	2.8	0.10
CKAC - Montreal	3,175	404.9	12.8	6.0	0.19
CHRC - Quebec	3,148	402.0	12.8	3.0	0.10
CHRL - Roberval	2,825	270.8	9.6	-	-
CKVL - Verdun	3,150	752.6	23.9	1.7	0.05

Table VI-9.  
 Sound Radio Programme Time by Class of Programme and Origin Within  
 Canada: Daytime Hours\* on English Stations - CBC (Trans-  
 Canada), January 15-21, 1956. (in minutes)

Class of Programme	English Stations - CBC (Trans-Canada)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	82	6	1,161	1,249
2. Nature and Science	12	-	-	12
3. Foreign Lands and Peoples	10	-	75	85
4. Political & Other Public Aff.	-	-	311	311
5. Social & Human Relations	-	-	290	290
6. Misc. Information	-	-	40	40
7. Canadian Activities & Heritage	65	-	391	456
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	-	360	360
10. Fine Arts, Literature, etc.	10	-	464	474
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	25	15	690	730
13. Family Living & Shopping	-	-	533	533
13a. Family Living	-	-	533	533
13b. Merchandising	-	-	-	-
14. Music Programmes	-	865	2,792	3,657
14a. Serious	-	-	570	570
14b. Light	-	367	1,229	1,596
14c. Popular and Dance	-	498	673	1,171
14d. Folk, Western, Old, etc.	-	-	320	320
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	1,633	1,633
15a. Serious	-	-	-	-
15b. Domestic	-	-	1,575	1,575
15c. Comedy	-	-	58	58
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	630	630
17. Personalities	10	-	30	40
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	-	-	90	90
19a. Sports News & Interviews	-	-	90	90
19b. Sports Events	-	-	-	-
20. Children's Programmes	-	30	902	932
20a. Youth Educational Progs.	-	30	902	932
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	25	25
TOTALS	214	916	10,417	11,547

(continued)

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-10.  
 Sound Radio Programme Time by Class of Programme and Origin Within  
 Canada: Daytime Hours\* on English Stations - CBC (Dominion),  
 January 15-21, 1956. (in minutes)

Class of Programme	English Stations - CBC (Dominion)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	196	-	-	196
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	15	-	-	15
4. Political & Other Public Aff.	30	-	-	30
5. Social & Human Relations	-	-	-	-
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	30	-	-	30
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	-	-	-
10. Fine Arts, Literature, etc.	15	-	-	15
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	-	-	-
13. Family Living & Shopping	45	26	-	71
13a. Family Living	45	26	-	71
13b. Merchandising	-	-	-	-
14. Music Programmes	-	2,499	-	2,499
14a. Serious	-	331	-	331
14b. Light	-	-	-	-
14c. Popular and Dance	-	2,168	-	2,168
14d. Folk, Western, Old, etc.	-	-	-	-
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	-	-
15a. Serious	-	-	-	-
15b. Domestic	-	-	-	-
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	-	-	150	150
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	44	-	-	44
19a. Sports News & Interviews	44	-	-	44
19b. Sports Events	-	-	-	-
20. Children's Programmes	-	100	-	100
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	100	-	100
21. Programme Promotion	-	-	-	-
TOTALS	375	2,625	150	3,150

\*Monday-Friday, sign-on to 4:30 p.m.

Table VI-11.  
 Sound Radio Programme Time by Class of Programme and Origin Within  
 Canada: Daytime Hours\* on English Stations - CBC (Total),  
 January 15-21, 1956. (in minutes)

Class of Programme	English Stations - CBC (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	278	6	1,161	1,445
2. Nature and Science	12	-	-	12
3. Foreign Lands and Peoples	25	-	75	100
4. Political & Other Public Aff.	30	-	311	341
5. Social & Human Relations	-	-	290	290
6. Misc. Information	-	-	40	40
7. Canadian Activities & Heritage	95	-	391	486
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	-	360	360
10. Fine Arts, Literature, etc.	25	-	464	489
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	25	15	690	730
13. Family Living & Shopping	45	26	533	604
13a. Family Living	45	26	533	604
13b. Merchandising	-	-	-	-
14. Music Programmes	-	3,364	2,792	6,156
14a. Serious	-	331	570	901
14b. Light	-	367	1,229	1,596
14c. Popular and Dance	-	2,666	673	3,339
14d. Folk, Western, Old, etc.	-	-	320	320
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	1,633	1,633
15a. Serious	-	-	-	-
15b. Domestic	-	-	1,575	1,575
15c. Comedy	-	-	58	58
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	630	630
17. Personalities	10	-	180	190
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	44	-	90	134
19a. Sports News & Interviews	44	-	90	134
19b. Sports Events	-	-	-	-
20. Children's Programmes	-	130	902	1,032
20a. Youth Educational Progs.	-	30	902	932
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	100	-	100
21. Programme Promotion	-	-	25	25
TOTALS	589	3,541	10,567	14,697

\*Monday-Friday, sign-on to 4:30 p.m.



Table VI-12. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on English Stations - Private (Trans-Canada) January 15-21, 1956. (in minutes)

Class of Programme	English Stations - Private (Trans-Canada)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	2,341	55	506	2,902
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	24	-	-	24
4. Political & Other Public Aff.	-	-	-	-
5. Social & Human Relations	-	-	240	240
6. Misc. Information	-	75	-	75
7. Canadian Activities & Heritage	14	6	-	20
8. "Feedback" Programmes	-	-	-	-
9. Religion	432	184	120	736
10. Fine Arts, Literature, etc.	-	-	240	240
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	209	44	130	383
13. Family Living & Shopping	852	396	360	1,608
13a. Family Living	777	396	360	1,533
13b. Merchandising	75	-	-	75
14. Music Programmes	12	10,934	300	11,246
14a. Serious	12	5	-	17
14b. Light	-	710	195	905
14c. Popular and Dance	-	8,705	105	8,810
14d. Folk, Western, Old, etc.	-	1,484	-	1,484
14e. Readings of Prose & Poetry	-	30	-	30
15. Drama Programmes	-	298	3,323	3,621
15a. Serious	-	-	-	-
15b. Domestic	-	298	3,323	3,621
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	15	400	1,200	1,615
17. Personalities	278	75	-	353
18. Quiz, Games and Contests	120	530	-	650
19. Sports Programmes	240	-	-	240
19a. Sports News & Interviews	240	-	-	240
19b. Sports Events	-	-	-	-
20. Children's Programmes	-	150	1,036	1,186
20a. Youth Educational Progs.	-	-	1,036	1,036
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	150	-	150
21. Programme Promotion	25	-	-	25
TOTALS	4,562	13,147	7,455	25,164

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-13. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on English Stations - Private (Dominion), January 15-21, 1956. (in minutes)

Class of Programme	English Stations - Private (Dominion)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	6,735	61	268	7,064
2. Nature and Science	-	20	-	20
3. Foreign Lands and Peoples	-	-	30	30
4. Political & Other Public Aff.	39	-	114	153
5. Social & Human Relations	-	-	90	90
6. Misc. Information	14	76	-	90
7. Canadian Activities & Heritage	46	159	44	249
8. "Feedback" Programmes	-	-	-	-
9. Religion	494	625	-	1,119
10. Fine Arts, Literature, etc.	-	-	114	114
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	780	276	-	1,056
13. Family Living & Shopping	1,202	965	105	2,272
13a. Family Living	981	771	105	1,857
13b. Merchandising	221	194	-	415
14. Music Programmes	221	29,504	168	29,893
14a. Serious	-	279	14	293
14b. Light	-	1,809	94	1,903
14c. Popular and Dance	151	23,562	60	23,773
14d. Folk, Western, Old, etc.	50	3,794	-	3,844
14e. Readings of Prose & Poetry	20	60	-	80
15. Drama Programmes	-	917	84	1,001
15a. Serious	-	30	-	30
15b. Domestic	-	463	60	523
15c. Comedy	-	-	24	24
15d. Crime, Western, etc.	-	394	-	394
15e. Romantic	-	30	-	30
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	65	259	170	494
17. Personalities	699	297	444	1,440
18. Quiz, Games and Contests	271	1,390	-	1,661
19. Sports Programmes	1,022	403	45	1,470
19a. Sports News & Interviews	1,022	403	45	1,470
19b. Sports Events	-	-	-	-
20. Children's Programmes	-	301	836	1,137
20a. Youth Educational Progs.	-	-	836	836
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	178	-	178
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	123	-	123
21. Programme Promotion	15	149	-	164
TOTALS	11,603	35,402	2,512	49,517

\* Monday - Friday, Sign-on to 4:30 p.m.

Table VI-14. Sound Radio Programme Time by Class of Programme and Origin  
 Within Canada: Daytime Hours\* on English Stations -  
 Private (Unaffiliated)  
 January 15-21, 1956. (in minutes)

Class of Programme	English Stations-Private (Unaffiliated)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	5,946	44	-	5,990
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	40	-	-	40
5. Social & Human Relations	-	60	30	90
6. Misc. Information	30	20	-	50
7. Canadian Activities & Heritage	115	200	-	315
8. "Feedback" Programmes	-	-	-	-
9. Religion	295	624	16	935
10. Fine Arts, Literature, etc.	-	173	30	203
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	516	69	-	585
13. Family Living & Shopping	1,532	1,193	-	2,725
13a. Family Living	1,413	911	-	2,324
13b. Merchandising	119	282	-	401
14. Music Programmes	251	25,305	-	25,556
14a. Serious	-	88	-	88
14b. Light	-	706	-	706
14c. Popular and Dance	61	21,274	-	21,335
14d. Folk, Western, Old, etc.	190	3,157	-	3,347
14e. Readings of Prose & Poetry	-	80	-	80
15. Drama Programmes	-	1,204	585	1,789
15a. Serious	-	-	-	-
15b. Domestic	-	984	585	1,569
15c. Comedy	-	160	-	160
15d. Crime, Western, etc.	-	30	-	30
15e. Romantic	-	30	-	30
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	555	-	555
17. Personalities	838	95	35	968
18. Quiz, Games and Contests	269	1,054	-	1,323
19. Sports Programmes	826	98	-	924
19a. Sports News & Interviews	826	98	-	924
19b. Sports Events	-	-	-	-
20. Children's Programmes	66	309	-	375
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	31	95	-	126
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	31	95	-	126
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	35	214	-	249
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	-	-
	10,724	31,003	696	42,423

\* Monday - Friday, Sign-on to 4:30 p.m.

Table VI-15. Sound Radio Programme Time by Class of Programme and Origin  
 Within Canada: Daytime Hours\* on English Stations - Private (Total)  
 January 15-21, 1956. (in minutes)

Class of Programme	English Stations - Private (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	15,022	160	774	15,956
2. Nature and Science	-	20	-	20
3. Foreign Lands and Peoples	24	-	30	54
4. Political & Other Public Aff.	79	-	114	193
5. Social & Human Relations	-	60	360	420
6. Misc. Information	44	171	-	215
7. Canadian Activities & Heritage	175	365	44	584
8. "Feedback" Programmes	-	-	-	-
9. Religion	1,221	1,433	136	2,790
10. Fine Arts, Literature, etc.	-	173	384	557
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	1,505	389	130	2,024
13. Family Living & Shopping	3,586	2,554	465	6,605
13a. Family Living	3,171	2,078	465	5,714
13b. Merchandising	415	476	-	891
14. Music Programmes	484	65,743	468	66,695
14a. Serious	12	372	14	398
14b. Light	-	3,225	289	3,514
14c. Popular and Dance	212	53,541	165	53,918
14d. Folk, Western, Old, etc.	240	8,435	-	8,675
14e. Readings of Prose & Poetry	20	170	-	190
15. Drama Programmes	-	2,419	3,992	6,411
15a. Serious	-	30	-	30
15b. Domestic	-	1,745	3,968	5,713
15c. Comedy	-	160	24	184
15d. Crime, Western, etc.	-	424	-	424
15e. Romantic	-	60	-	60
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	80	1,214	1,370	2,664
17. Personalities	1,815	467	479	2,761
18. Quiz, Games and Contests	660	2,974	-	3,634
19. Sports Programmes	2,088	501	45	2,634
19a. Sports News & Interviews	2,088	501	45	2,634
19b. Sports Events	-	-	-	-
20. Children's Programmes	66	760	1,872	2,698
20a. Youth Educational Progs.	-	-	1,872	1,872
20b-f. Children's Drama	31	95	-	126
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	31	95	-	126
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	35	392	-	427
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	273	-	273
21. Programme Promotion	40	149	-	189
TOTALS	26,889	79,552	10,663	117,104

\* Monday - Friday, Sign-on to 4:30 p.m.



Table VI-16. Sound Radio Programme Time by Class of Programme and Origin  
 Within Canada: Daytime Hours\* on French Stations - CBC (Total),  
 January 15-21, 1956. (in minutes)

Class of Programme	French Stations - CBC (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	71	-	275	346
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	-	-	-	-
5. Social & Human Relations	-	25	55	80
6. Misc. Information	-	20	150	170
7. Canadian Activities & Heritage	-	-	60	60
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	-	150	150
10. Fine Arts, Literature, etc.	-	-	60	60
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	4	-	210	214
13. Family Living & Shopping	15	-	340	355
13a. Family Living	15	-	340	355
13b. Merchandising	-	-	-	-
14. Music Programmes	-	612	1,360	1,972
14a. Serious	-	-	285	285
14b. Light	-	30	330	360
14c. Popular and Dance	-	548	685	1,233
14d. Folk, Western, Old, etc.	-	34	60	94
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	1,365	1,365
15a. Serious	-	-	-	-
15b. Domestic	-	-	1,245	1,245
15c. Comedy	-	-	60	60
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	60	60
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	300	300
17. Personalities	-	-	225	225
18. Quiz, Games and Contests	-	-	75	75
19. Sports Programmes	-	-	25	25
19a. Sports News & Interviews	-	-	25	25
19b. Sports Events	-	-	-	-
20. Children's Programmes	-	-	-	-
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	71	-	-	71
TOTALS	161	657	4,650	5,468

\* Monday - Friday, Sign-on to 4:30 p.m.

Table VI-17. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on French Stations - Private (French Network), January 15-21, 1956 (in minutes)

Class of Programme	French Stations - Private (French Network)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	1,747	26	779	2,552
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	-	-	-	-
5. Social & Human Relations	-	170	100	270
6. Misc. Information	-	183	225	408
7. Canadian Activities & Heritage	-	70	135	205
8. "Feedback" Programmes	-	-	-	-
9. Religion	400	600	295	1,295
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	98	140	1,240	1,478
13. Family Living & Shopping	465	649	625	1,739
13a. Family Living	445	627	625	1,697
13b. Merchandising	20	22	-	42
14. Music Programmes	45	12,363	415	12,823
14a. Serious	-	605	-	605
14b. Light	-	875	250	1,125
14c. Popular and Dance	20	9,840	-	9,860
14d. Folk, Western, Old, etc.	25	1,043	165	1,233
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	410	3,142	3,552
15a. Serious	-	-	-	-
15b. Domestic	-	410	3,142	3,552
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	60	630	690
17. Personalities	20	30	455	505
18. Quiz, Games and Contests	30	602	45	677
19. Sports Programmes	178	-	-	178
19a. Sports News & Interviews	178	-	-	178
19b. Sports Events	-	-	-	-
20. Children's Programmes	-	-	150	150
20a. Youth Educational Progs.	-	-	150	150
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	30	-	-	30
TOTALS	3,013	15,303	8,236	26,552

\* Monday - Friday, Sign-on to 4:30 p.m.

Table VI-18. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on French Stations - Private (Unaffiliated) January 15-21, 1956. (in minutes)

Class of Programme	French Stations - Private (Unaffiliated)			Total
	Local Material		Network	
	Live	Recorded		
1. News and Weather	2,402	81	-	2,483
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	75	-	-	75
5. Social & Human Relations	76	10	-	86
6. Misc. Information	25	155	-	180
7. Canadian Activities & Heritage	-	110	-	110
8. "Feedback" Programmes	52	-	-	52
9. Religion	559	743	-	1,302
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	100	225	-	325
13. Family Living & Shopping	606	578	-	1,184
13a. Family Living	601	447	-	1,048
13b. Merchandising	5	131	-	136
14. Music Programmes	195	15,352	-	15,547
14a. Serious	-	290	-	290
14b. Light	-	1,189	-	1,189
14c. Popular and Dance	195	12,942	-	13,137
14d. Folk, Western, Old, etc.	-	931	-	931
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	1,431	-	1,431
15a. Serious	-	-	-	-
15b. Domestic	-	1,431	-	1,431
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	45	-	45
17. Personalities	27	183	-	210
18. Quiz, Games and Contests	30	498	-	528
19. Sports Programmes	347	68	-	415
19a. Sports News & Interviews	347	68	-	415
19b. Sports Events	-	-	-	-
20. Children's Programmes	50	125	-	175
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	50	-	-	50
20i. Other Children's Progs.	-	125	-	125
21. Programme Promotion	-	-	-	-
TOTALS	4,544	19,604	-	24,148

\* Monday - Friday, Sign-on to 4:30 p.m.

Table VI-19. Sound Radio Programme Time by Class of Programme and Origin  
 Within Canada: Daytime Hours\* on French Stations - Private (Total)  
 January 15-21, 1956. (in minutes)

Class of Programme	French Stations - Private (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	4,149	107	779	5,035
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	75	-	-	75
5. Social & Human Relations	76	180	100	356
6. Misc. Information	25	338	225	588
7. Canadian Activities & Heritage	-	180	135	315
8. "Feedback" Programmes	52	-	-	52
9. Religion	959	1,343	295	2,597
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	198	365	1,240	1,803
13. Family Living & Shopping	1,071	1,227	625	2,923
13a. Family Living	1,046	1,074	625	2,745
13b. Merchandising	25	153	-	178
14. Music Programmes	240	27,715	415	28,370
14a. Serious	-	895	-	895
14b. Light	-	2,064	250	2,314
14c. Popular and Dance	215	22,782	-	22,997
14d. Folk, Western, Old, etc.	25	1,974	165	2,164
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	1,841	3,142	4,983
15a. Serious	-	-	-	-
15b. Domestic	-	1,841	3,142	4,983
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	105	630	735
17. Personalities	47	213	455	715
18. Quiz, Games and Contests	60	1,100	45	1,205
19. Sports Programmes	525	68	-	593
19a. Sports News & Interviews	525	68	-	593
19b. Sports Events	-	-	-	-
20. Children's Programmes	50	125	150	325
20a. Youth Educational Progs.	-	-	150	150
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	50	-	-	50
20i. Other Children's Progs.	-	125	-	125
21. Programme Promotion	30	-	-	30
TOTALS	7,557	34,907	8,236	50,700

\* Monday - Friday, Sign-on to 4:30 p.m.



Table VI-20. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on English Stations - CBC (Trans-Canada and Dominion), January 15-21, 1956. (in percent)

Class of Programme	English Stations - CBC							
	Trans-Canada				Dominion			
	Local Material		Net-work	Total	Local Material		Net-work	Total
Live	Re-corded	Live			Re-corded			
1. News & Weather	6.0	1.0	93.0	100.0	100.0	-	-	100.0
2. Nature & Science	100.0	-	-	100.0	-	-	-	-
3. Foreign Lands	11.8	-	88.2	100.0	100.0	-	-	100.0
4. Pol. & Pub. Aff.	-	-	100.0	100.0	100.0	-	-	100.0
5. Soc. & Human Rel.	-	-	100.0	100.0	-	-	-	-
6. Misc. Information	-	-	100.0	100.0	-	-	-	-
7. Canadian Activ.	14.3	-	85.7	100.0	100.0	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	100.0	100.0	-	-	-	-
10. Fine Arts, etc.	2.1	-	97.9	100.0	100.0	-	-	100.0
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	3.4	2.1	94.5	100.0	-	-	-	-
13. Fam. Living, etc.	-	-	100.0	100.0	63.4	36.6	-	100.0
13a. Family Living	-	-	100.0	100.0	63.4	36.6	-	100.0
13b. Merchandising	-	-	-	-	-	-	-	-
14. Music Programmes	-	23.7	76.3	100.0	-	100.0	-	100.0
14a. Serious	-	-	100.0	100.0	-	100.0	-	100.0
14b. Light	-	23.0	77.0	100.0	-	-	-	-
14c. Popular	-	42.5	57.5	100.0	-	100.0	-	100.0
14d. Folk, etc.	-	-	100.0	100.0	-	-	-	-
14e. Prose & Poetry	-	-	-	-	-	-	-	-
15. Drama Programmes	-	-	100.0	100.0	-	-	-	-
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	-	100.0	100.0	-	-	-	-
15c. Comedy	-	-	100.0	100.0	-	-	-	-
15d. Crime, etc.	-	-	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-	-	-
16. Variety	-	-	100.0	100.0	-	-	-	-
17. Personalities	25.0	-	75.0	100.0	-	-	100.0	100.0
18. Quiz, Games, etc.	-	-	-	-	-	-	-	-
19. Sports Progs.	-	-	100.0	100.0	100.0	-	-	100.0
19a. News	-	-	100.0	100.0	100.0	-	-	100.0
19b. Events	-	-	-	-	-	-	-	-
20. Children's Progs.	-	3.2	96.8	100.0	-	100.0	-	100.0
20a. Youth Educ.	-	3.2	96.8	100.0	-	-	-	-
20b-f. Drama	-	-	-	-	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	100.0	-	100.0
21. Prog. Promo.	-	-	100.0	100.0	-	-	-	-
TOTALS	1.9	7.9	90.2	100.0	11.9	83.3	4.8	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-21. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on English Stations - CBC (Total), January 15-21, 1956. (in percent)

Class of Programme	English Stations - CBC (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	19.2	.5	80.3	100.0
2. Nature and Science	100.0	-	-	100.0
3. Foreign Lands and Peoples	25.0	-	75.0	100.0
4. Political & Other Public Aff.	8.8	-	91.2	100.0
5. Social & Human Relations	-	-	100.0	100.0
6. Misc. Information	-	-	100.0	100.0
7. Canadian Activities & Heritage	19.5	-	80.5	100.0
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	-	100.0	100.0
10. Fine Arts, Literature, etc.	5.1	-	94.9	100.0
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	3.4	2.1	94.5	100.0
13. Family Living & Shopping	7.5	4.3	88.2	100.0
13a. Family Living	7.5	4.3	88.2	100.0
13b. Merchandising	-	-	-	-
14. Music Programmes	-	54.6	45.4	100.0
14a. Serious	-	36.7	63.3	100.0
14b. Light	-	23.0	77.0	100.0
14c. Popular and Dance	-	79.8	20.2	100.0
14d. Folk, Western, Old, etc.	-	-	100.0	100.0
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	100.0	100.0
15a. Serious	-	-	-	-
15b. Domestic	-	-	100.0	100.0
15c. Comedy	-	-	100.0	100.0
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	100.0	100.0
17. Personalities	5.3	-	94.7	100.0
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	32.8	-	67.2	100.0
19a. Sports News & Interviews	32.8	-	67.2	100.0
19b. Sports Events	-	-	-	-
20. Children's Programmes	-	12.6	87.4	100.0
20a. Youth Educational Progs.	-	3.2	96.8	100.0
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	100.0	-	100.0
21. Programme Promotion	-	-	100.0	100.0
TOTALS	4.0	24.1	71.9	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-22. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on English Stations - Private (Trans-Canada and Dominion), January 15-21, 1956. (in percent)

Class of Programme	English Stations - Private							
	Trans-Canada				Dominion			
	Local Material		Net-work	Total	Local Material		Net-work	Total
Live	Re-corded	Live			Re-corded			
1. News & Weather	80.7	1.9	17.4	100.0	95.3	0.9	3.8	100.0
2. Nature & Science	-	-	-	-	-	100.0	-	100.0
3. Foreign Lands	100.0	-	-	100.0	-	-	100.0	100.0
4. Pol. & Pub. Aff.	-	-	-	-	25.5	-	74.5	100.0
5. Soc. & Human Rel.	-	-	100.0	100.0	-	-	100.0	100.0
6. Misc. Information	-	100.0	-	100.0	15.5	84.5	-	100.0
7. Canadian Activ.	70.0	30.0	-	100.0	18.5	63.8	17.7	100.0
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	58.7	25.0	16.3	100.0	44.1	55.9	-	100.0
10. Fine Arts, etc.	-	-	100.0	100.0	-	-	100.0	100.0
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	54.6	11.5	33.9	100.0	73.9	26.1	-	100.0
13. Fam. Living, etc.	53.0	24.6	22.4	100.0	52.9	42.5	4.6	100.0
13a. Family Living	50.7	25.8	23.5	100.0	52.8	41.5	5.7	100.0
13b. Merchandising	100.0	-	-	100.0	53.3	46.7	-	100.0
14. Music Programmes	0.1	97.2	2.7	100.0	0.7	98.7	0.6	100.0
14a. Serious	70.6	29.4	-	100.0	-	95.2	4.8	100.0
14b. Light	-	78.5	21.5	100.0	-	95.1	4.9	100.0
14c. Popular	-	98.8	1.2	100.0	0.6	99.1	0.3	100.0
14d. Folk, etc.	-	100.0	-	100.0	1.3	98.7	-	100.0
14e. Prose & Poetry	-	100.0	-	100.0	25.0	75.0	-	100.0
15. Drama Programmes	-	8.2	91.8	100.0	-	91.6	8.4	100.0
15a. Serious	-	-	-	-	-	100.0	-	100.0
15b. Domestic	-	8.2	91.8	100.0	-	88.5	11.5	100.0
15c. Comedy	-	-	-	-	-	-	100.0	100.0
15d. Crime, etc.	-	-	-	-	-	100.0	-	100.0
15e. Romantic	-	-	-	-	-	100.0	-	100.0
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-	-	-
16. Variety	0.9	24.8	74.3	100.0	13.1	52.4	34.5	100.0
17. Personalities	78.7	21.3	-	100.0	48.5	20.6	30.9	100.0
18. Quiz, Games, etc.	18.5	81.5	-	100.0	16.3	83.7	-	100.0
19. Sports Progs.	100.0	-	-	100.0	69.5	27.4	3.1	100.0
19a. News	100.0	-	-	100.0	69.5	27.4	3.1	100.0
19b. Events	-	-	-	-	-	-	-	-
20. Children's Progs.	-	12.6	87.4	100.0	-	26.5	73.5	100.0
20a. Youth Educ.	-	-	100.0	100.0	-	-	100.0	100.0
20b-f. Drama	-	-	-	-	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	100.0	-	100.0
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	100.0	-	100.0	-	100.0	-	100.0
21. Prog. Promo.	100.0	-	-	100.0	9.1	90.9	-	100.0
TOTALS	18.1	52.2	29.7	100.0	23.4	71.5	5.1	100.0

\* Monday - Friday, sign-on to 4:30 p.m.



Table VI-23. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on English Stations - Private (Unaffiliated), January 15-21, 1956 (in percent)

Class of Programme	English Stations - Private (Unaffiliated)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	99.3	0.7	-	100.0
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	100.0	-	-	100.0
5. Social & Human Relations	-	66.7	33.3	100.0
6. Misc. Information	60.0	40.0	-	100.0
7. Canadian Activities & Heritage	36.5	63.5	-	100.0
8. "Feedback" Programmes	-	-	-	-
9. Religion	31.6	66.7	1.7	100.0
10. Fine Arts, Literature, etc.	-	85.2	14.8	100.0
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	88.2	11.8	-	100.0
13. Family Living & Shopping	56.2	43.8	-	100.0
13a. Family Living	60.8	39.2	-	100.0
13b. Merchandising	29.7	70.3	-	100.0
14. Music Programmes	1.0	99.0	-	100.0
14a. Serious	-	100.0	-	100.0
14b. Light	-	100.0	-	100.0
14c. Popular and Dance	0.3	99.7	-	100.0
14d. Folk, Western, Old, etc.	5.7	94.3	-	100.0
14e. Readings of Prose & Poetry	-	100.0	-	100.0
15. Drama Programmes	-	67.3	32.7	100.0
15a. Serious	-	-	-	-
15b. Domestic	-	62.7	37.3	100.0
15c. Comedy	-	100.0	-	100.0
15d. Crime, Western, etc.	-	100.0	-	100.0
15e. Romantic	-	100.0	-	100.0
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	100.0	-	100.0
17. Personalities	86.6	9.8	3.6	100.0
18. Quiz, Games and Contests	20.3	79.7	-	100.0
19. Sports Programmes	89.4	10.6	-	100.0
19a. Sports News & Interviews	89.4	10.6	-	100.0
19b. Sports Events	-	-	-	-
20. Children's Programmes	17.6	82.4	-	100.0
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	24.6	75.4	-	100.0
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	24.6	75.4	-	100.0
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	14.1	85.9	-	100.0
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	-	-
TOTALS	25.3	73.1	1.6	100.0

\* Monday - Friday, sign-on to 4:30 p.m.



Table VI-24. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on English Stations - Private (Total), January 15-21, 1956. (in percent)

Class of Programme	English Stations - Private (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	94.1	1.0	4.9	100.0
2. Nature and Science	-	100.0	-	100.0
3. Foreign Lands and Peoples	44.4	-	55.6	100.0
4. Political & Other Public Aff.	40.9	-	59.1	100.0
5. Social & Human Relations	-	14.3	85.7	100.0
6. Misc. Information	20.5	79.5	-	100.0
7. Canadian Activities & Heritage	30.0	62.5	7.5	100.0
8. "Feedback" Programmes	-	-	-	-
9. Religion	43.8	51.4	4.8	100.0
10. Fine Arts, Literature, etc.	-	31.1	68.9	100.0
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	74.4	19.2	6.4	100.0
13. Family Living & Shopping	54.3	38.7	7.0	100.0
13a. Family Living	55.5	36.4	8.1	100.0
13b. Merchandising	46.6	53.4	-	100.0
14. Music Programmes	0.7	98.6	0.7	100.0
14a. Serious	3.0	93.5	3.5	100.0
14b. Light	-	91.8	8.2	100.0
14c. Popular and Dance	0.4	99.3	0.3	100.0
14d. Folk, Western, Old, etc.	2.8	97.2	-	100.0
14e. Readings of Prose & Poetry	10.5	89.5	-	100.0
15. Drama Programmes	-	37.7	62.3	100.0
15a. Serious	-	100.0	-	100.0
15b. Domestic	-	30.5	69.5	100.0
15c. Comedy	-	87.0	13.0	100.0
15d. Crime, Western, etc.	-	100.0	-	100.0
15e. Romantic	-	100.0	-	100.0
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	3.0	45.6	51.4	100.0
17. Personalities	65.7	16.9	17.4	100.0
18. Quiz, Games and Contests	18.2	81.8	-	100.0
19. Sports Programmes	79.3	19.0	1.7	100.0
19a. Sports News & Interviews	79.3	19.0	1.7	100.0
19b. Sports Events	-	-	-	-
20. Children's Programmes	2.4	28.2	69.4	100.0
20a. Youth Educational Progs.	-	-	100.0	100.0
20b-f. Children's Drama	24.6	75.4	-	100.0
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	24.6	75.4	-	100.0
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	8.2	91.8	-	100.0
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	100.0	-	100.0
21. Programme Promotion	21.2	78.8	-	100.0
TOTALS	23.0	67.9	9.1	100.0

\* Monday - Friday, Sign-on to 4:30 p.m.

Table VI-25. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on French Stations - CBC (Total), January 15-21, 1956. (in percent)

Class of Programme	French Stations - CBC (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	20.5	-	79.5	100.0
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	-	-	-	-
5. Social & Human Relations	-	31.3	68.7	100.0
6. Misc. Information	-	11.8	88.2	100.0
7. Canadian Activities & Heritage	-	-	100.0	100.0
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	-	100.0	100.0
10. Fine Arts, Literature, etc.	-	-	100.0	100.0
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	1.9	-	98.1	100.0
13. Family Living & Shopping	4.2	-	95.8	100.0
13a. Family Living	4.2	-	95.8	100.0
13b. Merchandising	-	-	-	-
14. Music Programmes	-	31.0	69.0	100.0
14a. Serious	-	-	100.0	100.0
14b. Light	-	8.3	91.7	100.0
14c. Popular and Dance	-	44.4	55.6	100.0
14d. Folk, Western, Old, etc.	-	36.2	63.8	100.0
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	100.0	100.0
15a. Serious	-	-	-	-
15b. Domestic	-	-	100.0	100.0
15c. Comedy	-	-	100.0	100.0
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	100.0	100.0
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	100.0	100.0
17. Personalities	-	-	100.0	100.0
18. Quiz, Games and Contests	-	-	100.0	100.0
19. Sports Programmes	-	-	100.0	100.0
19a. Sports News & Interviews	-	-	100.0	100.0
19b. Sports Events	-	-	-	-
20. Children's Programmes	-	-	-	-
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	100.0	-	-	100.0
TOTALS	3.0	12.0	85.0	100.0

\* Monday-Friday, sign-on to 4:30 p.m.

Table VI-26. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on French Stations - Private (French Network and Unaffiliated), January 15-21, 1956 (in percent)

Class of Programme	French Stations - Private							
	French Network				Unaffiliated			
	Local Material		Net-work	Total	Local Material		Net-work	Total
Live	Re-corded	Live			Re-corded			
1. News & Weather	68.5	1.0	30.5	100.0	96.7	3.3	-	100.0
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	-	-	-	-	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	100.0	-	-	100.0
5. Soc. Rel.	-	63.0	37.0	100.0	88.4	11.6	-	100.0
6. Misc. Info.	-	44.9	55.1	100.0	13.9	86.1	-	100.0
7. Canadian Activ.	-	34.1	65.9	100.0	-	100.0	-	100.0
8. "Feedback"	-	-	-	-	100.0	-	-	100.0
9. Religion	30.9	46.3	22.8	100.0	42.9	57.1	-	100.0
10. Fine Arts, etc.	-	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-	-
12. Agric., etc.	6.6	9.5	83.9	100.0	30.8	69.2	-	100.0
13. Fam. Liv., etc.	26.7	37.3	36.0	100.0	51.2	48.8	-	100.0
13a. Fam. Living	26.2	37.0	36.8	100.0	57.3	42.7	-	100.0
13b. Mds.	47.6	52.4	-	100.0	3.7	96.3	-	100.0
14. Music	0.4	96.4	3.2	100.0	1.3	98.7	-	100.0
14a. Serious	-	100.0	-	100.0	-	100.0	-	100.0
14b. Light	-	77.8	22.2	100.0	-	100.0	-	100.0
14c. Popular	0.2	99.8	-	100.0	1.5	98.5	-	100.0
14d. Folk, etc.	2.0	84.6	13.4	100.0	-	100.0	-	100.0
14e. Prose, etc.	-	-	-	-	-	-	-	-
15. Drama	-	11.5	88.5	100.0	-	100.0	-	100.0
15a. Serious	-	-	-	-	-	-	-	-
15b. Domestic	-	11.5	88.5	100.0	-	100.0	-	100.0
15c. Comedy	-	-	-	-	-	-	-	-
15d. Crime, etc.	-	-	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-	-	-
16. Variety	-	8.7	91.3	100.0	-	100.0	-	100.0
17. Personalities	4.0	5.9	90.1	100.0	12.8	87.2	-	100.0
18. Quiz, etc.	4.4	88.9	6.7	100.0	5.7	94.3	-	100.0
19. Sports Progs.	100.0	-	-	100.0	83.6	16.4	-	100.0
19a. News	100.0	-	-	100.0	83.6	16.4	-	100.0
19b. Events	-	-	-	-	-	-	-	-
20. Children's	-	-	100.0	100.0	28.6	71.4	-	100.0
20a. Youth Educ.	-	-	100.0	100.0	-	-	-	-
20b-f. Drama	-	-	-	-	-	-	-	-
20b. Crime	-	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy T.	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	100.0	-	-	100.0
20i. Other	-	-	-	-	-	100.0	-	100.0
21. Prog. Promo.	100.0	-	-	100.0	-	-	-	-
TOTALS	11.3	57.7	31.0	100.0	18.8	81.2	-	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-27. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Daytime Hours\* on French Stations - Private (Total), January 15-21, 1956. (in percent)

Class of Programme	French Stations - Private (Total)			Total
	Local Material	Recorded	Network	
	Live			
1. News and Weather	82.4	2.1	15.5	100.0
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	100.0	-	-	100.0
5. Social & Human Relations	21.3	50.6	28.1	100.0
6. Misc. Information	4.2	57.5	38.3	100.0
7. Canadian Activities & Heritage	-	57.1	42.9	100.0
8. "Feedback" Programmes	100.0	-	-	100.0
9. Religion	36.9	51.7	11.4	100.0
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	11.0	20.2	68.8	100.0
13. Family Living & Shopping	36.6	42.0	21.4	100.0
13a. Family Living	38.1	39.1	22.8	100.0
13b. Merchandising	14.0	86.0	-	100.0
14. Music Programmes	0.8	97.7	1.5	100.0
14a. Serious	-	100.0	-	100.0
14b. Light	-	89.2	10.8	100.0
14c. Popular and Dance	0.9	99.1	-	100.0
14d. Folk, Western, Old, etc.	1.1	91.2	7.7	100.0
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	36.9	63.1	100.0
15a. Serious	-	-	-	-
15b. Domestic	-	36.9	63.1	100.0
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	14.3	85.7	100.0
17. Personalities	6.6	29.8	63.6	100.0
18. Quiz, Games and Contests	5.0	91.3	3.7	100.0
19. Sports Programmes	88.5	11.5	-	100.0
19a. Sports News & Interviews	88.5	11.5	-	100.0
19b. Sports Events	-	-	-	-
20. Children's Programmes	15.4	38.5	46.1	100.0
20a. Youth Educational Progs.	-	-	100.0	100.0
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	100.0	-	-	100.0
20i. Other Children's Progs.	-	100.0	-	100.0
21. Programme Promotion	100.0	-	-	100.0
TOTALS	14.9	68.9	16.2	100.0

\* Monday - Friday, sign-on to 4:30 p.m.



Table VI-28. Sound Radio Programme Time: Daytime Hours\* in Local Material Which Was Live, by Percentage in Class of Programme by Class of Station (English), January 15-21, 1956

Class of Programme	Local Material - LIVE						
	English Stations - CBC			English Stations - Private			
	Trans-Canada	Dominion	Total	Trans-Canada	Dominion	Unaffiliated	Total
1. News & Weather	38.3	52.3	47.2	51.3	58.1	55.4	55.9
2. Nature & Science	5.5	-	2.0	-	-	-	-
3. Foreign Lands	4.7	4.0	4.3	0.5	-	-	0.1
4. Pol. & Pub. Aff.	-	8.0	5.1	-	0.3	0.4	0.3
5. Soc. & Human Rel.	-	-	-	-	-	-	-
6. Misc. Information	-	-	-	-	0.1	0.3	0.2
7. Canadian Activ.	30.4	8.0	16.1	0.3	0.4	1.1	0.7
8. "Feedback" Progs.	-	-	-	-	-	-	-
9. Religion	-	-	-	9.5	4.3	2.8	4.5
10. Fine Arts, etc.	4.7	4.0	4.3	-	-	-	-
11. Dance	-	-	-	-	-	-	-
12. Agriculture, etc.	11.7	-	4.2	4.6	6.7	4.8	5.6
13. Fam. Living, etc.	-	12.0	7.6	18.7	10.4	14.3	13.3
13a. Family Living	-	12.0	7.6	17.0	8.5	13.2	11.8
13b. Merchandising	-	-	-	1.7	1.9	1.1	1.5
14. Music Programmes	-	-	-	0.3	1.9	2.3	1.8
14a. Serious	-	-	-	0.3	-	-	#
14b. Light	-	-	-	-	-	-	-
14c. Popular	-	-	-	-	1.3	0.5	0.8
14d. Folk, etc.	-	-	-	-	0.4	1.8	0.9
14e. Prose & Poetry	-	-	-	-	0.2	-	0.1
15. Drama Programmes	-	-	-	-	-	-	-
15a. Serious	-	-	-	-	-	-	-
15b. Domestic	-	-	-	-	-	-	-
15c. Comedy	-	-	-	-	-	-	-
15d. Crime, etc.	-	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-	-
16. Variety	-	-	-	0.3	0.6	-	0.3
17. Personalities	4.7	-	1.7	6.1	6.0	7.8	6.7
18. Quiz, Games, etc.	-	-	-	2.6	2.3	2.5	2.5
19. Sports Progs.	-	11.7	7.5	5.3	8.8	7.7	7.8
19a. News	-	11.7	7.5	5.3	8.8	7.7	7.8
19b. Events	-	-	-	-	-	-	-
20. Children's Progs.	-	-	-	-	-	0.6	0.2
20a. Youth Educ.	-	-	-	-	-	-	-
20b-f. Drama	-	-	-	-	-	0.3	0.1
20b. Crime, etc.	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	0.3	0.1
20e. Serious	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	0.3	0.1
20h. Quiz, etc.	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	0.5	0.1	-	0.1
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

# Less than .05 percent.

Table VI-29. Sound Radio Programme Time: Daytime Hours\* in  
Local Material Which Was Recorded, by Percentage in  
Class of Programme by Class of Station (English),  
January 15-21, 1956

Class of Programme	Local Material - RECORDED						
	English Stations - CBC			English Stations - Private			
	Trans-Canada	Dominion	Total	Trans-Canada	Dominion	Unaffiliated	Total
1. News & Weather	0.7	-	0.2	0.4	0.2	0.1	0.2
2. Nature & Science	-	-	-	-	0.1	-	#
3. Foreign Lands	-	-	-	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-	-	0.2	0.1
6. Misc. Information	-	-	-	0.6	0.2	0.1	0.2
7. Canadian Activ.	-	-	-	#	0.4	0.6	0.5
8. "Feedback" Progs.	-	-	-	-	-	-	-
9. Religion	-	-	-	1.4	1.8	2.0	1.8
10. Fine Arts, etc.	-	-	-	-	-	0.6	0.2
11. Dance	-	-	-	-	-	-	-
12. Agriculture, etc.	1.6	-	0.4	0.3	0.8	0.2	0.5
13. Fam. Living, etc.	-	1.0	0.7	3.0	2.7	3.8	3.2
13a. Family Living	-	1.0	0.7	3.0	2.2	2.9	2.6
13b. Merchandising	-	-	-	-	0.5	0.9	0.6
14. Music Programmes	94.4	95.2	95.0	83.2	83.3	81.7	82.7
14a. Serious	-	12.6	9.3	#	0.8	0.3	0.5
14b. Light	40.1	-	10.4	5.4	5.1	2.3	4.1
14c. Popular	54.3	82.6	75.3	66.2	66.6	68.6	67.3
14d. Folk, etc.	-	-	-	11.3	10.7	10.2	10.6
14e. Prose & Poetry	-	-	-	0.3	0.1	0.3	0.2
15. Drama Programmes	-	-	-	2.3	2.6	3.9	3.0
15a. Serious	-	-	-	-	0.1	-	#
15b. Domestic	-	-	-	2.3	1.3	3.2	2.2
15c. Comedy	-	-	-	-	-	0.5	0.2
15d. Crime, etc.	-	-	-	-	1.1	0.1	0.5
15e. Romantic	-	-	-	-	0.1	0.1	0.1
15f. Musical Com.	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-	-
16. Variety	-	-	-	3.0	0.7	1.8	1.5
17. Personalities	-	-	-	0.6	0.8	0.3	0.6
18. Quiz, Games, etc.	-	-	-	4.0	3.9	3.4	3.7
19. Sports Progs.	-	-	-	-	1.1	0.3	0.6
19a. News	-	-	-	-	1.1	0.3	0.6
19b. Events	-	-	-	-	-	-	-
20. Children's Prog.	3.3	3.8	3.7	1.2	0.9	1.0	1.0
20a. Youth Educ.	3.3	-	0.8	-	-	-	-
20b.-f. Drama	-	-	-	-	-	0.3	0.1
20b. Crime, etc.	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	0.3	0.1
20e. Serious	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	0.5	0.7	0.6
20h. Quiz, etc.	-	-	-	-	-	-	-
20i. Other	-	3.8	2.9	1.2	0.4	-	0.3
21. Prog. Promo.	-	-	-	-	0.5	-	0.2
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\* Monday-Friday, sign-on to 4:30 p.m.

# Less than .05 per cent

Table VI-30. Sound Radio Programme Time: Daytime Hours\* in Network Material, by Percentage in Class of Programme by Class of Station (English), January 15-21, 1956

Class of Programme	Network Material						
	English Stations - CBC			English Stations - Private			
	Trans-Canada	Dominion	Total	Trans-Canada	Dominion	Unaffiliated	Total
1. News & Weather	11.1	-	11.0	6.8	10.7	-	7.2
2. Nature & Science	-	-	-	-	-	-	-
3. Foreign Lands	0.7	-	0.7	-	1.2	-	0.3
4. Pol. & Pub. Aff.	3.0	-	2.9	-	4.5	-	1.1
5. Soc. & Human Rel.	2.8	-	2.8	3.2	3.6	4.3	3.4
6. Misc. Information	0.4	-	0.4	-	-	-	-
7. Canadian Activ.	3.8	-	3.7	-	1.8	-	0.4
8. "Feedback" Progs.	-	-	-	-	-	-	-
9. Religion	3.5	-	3.4	1.6	-	2.3	1.3
10. Fine Arts, etc.	4.5	-	4.4	3.2	4.4	4.3	3.6
11. Dance	-	-	-	-	-	-	-
12. Agriculture, etc.	6.6	-	6.5	1.8	-	-	1.2
13. Fam. Living, etc.	5.1	-	5.0	4.8	4.2	-	4.4
13a. Family Living	5.1	-	5.0	4.8	4.2	-	4.4
13b. Merchandising	-	-	-	-	-	-	-
14. Music Programmes	26.8	-	26.4	4.0	6.7	-	4.4
14a. Serious	5.5	-	5.4	-	0.6	-	0.1
14b. Light	11.8	-	11.6	2.6	3.7	-	2.7
14c. Popular	6.5	-	6.4	1.4	2.4	-	1.6
14d. Folk, etc.	3.0	-	3.0	-	-	-	-
14e. Prose & Poetry	-	-	-	-	-	-	-
15. Drama Programmes	15.7	-	15.5	44.6	3.3	84.1	37.4
15a. Serious	-	-	-	-	-	-	-
15b. Domestic	15.1	-	14.9	44.6	2.3	84.0	37.2
15c. Comedy	0.6	-	0.6	-	1.0	-	0.2
15d. Crime, etc.	-	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-	-
16. Variety	6.0	-	6.0	16.1	6.8	-	12.8
17. Personalities	0.3	100.0	1.7	-	17.7	5.0	4.5
18. Quiz, Games, etc.	-	-	-	-	-	-	-
19. Sports Progs.	0.9	-	0.9	-	1.8	-	0.4
19a. News	0.9	-	0.9	-	1.8	-	0.4
19b. Events	-	-	-	-	-	-	-
20. Children's Progs.	8.7	-	8.5	13.9	33.3	-	17.6
20a. Youth Educ.	8.7	-	8.5	13.9	33.3	-	17.6
20b-f. Drama	-	-	-	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-
21. Prog. Promo.	0.1	-	0.2	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\* Monday - Friday, sign-on to 4:30 p.m.

Table VI-31. Sound Radio Programme Time: Daytime Hours\* in Local Material Which Was Live, by Percentage in Class of Programme by Class of Station (French), January 15-21, 1956

Class of Programme	Local Material - LIVE			
	French Stations - CBC Total	French Stations - Private		Total
		French Network	Un-affiliated	
1. News & Weather	44.1	58.0	52.9	54.9
2. Nature & Science	-	-	-	-
3. Foreign Lands	-	-	-	-
4. Pol. & Pub. Aff.	-	-	1.7	1.0
5. Soc. & Human Rel.	-	-	1.7	1.0
6. Misc. Information	-	-	0.6	0.3
7. Canadian Activ.	-	-	-	-
8. "Feedback" Progs.	-	-	1.1	0.7
9. Religion	-	13.2	12.3	12.7
10. Fine Arts, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, etc.	2.5	3.3	2.2	2.6
13. Fam. Living, etc.	9.3	15.4	13.3	14.2
13a. Family Living	9.3	14.8	13.2	13.8
13b. Merchandising	-	0.6	0.1	0.4
14. Music Programmes	-	1.5	4.3	3.2
14a. Serious	-	-	-	-
14b. Light	-	-	-	-
14c. Popular	-	0.7	4.3	2.8
14d. Folk, etc.	-	0.8	-	0.3
14e. Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	-	-
15a. Serious	-	-	-	-
15b. Domestic	-	-	-	-
15c. Comedy	-	-	-	-
15d. Crime, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Com.	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	-	0.7	0.6	0.6
18. Quiz, Games, etc.	-	1.0	0.6	0.8
19. Sports Progs.	-	5.9	7.6	6.9
19a. News	-	5.9	7.6	6.9
19b. Events	-	-	-	-
20. Children's Progs.	-	-	1.1	0.7
20a. Youth Educ.	-	-	-	-
20b-f. Drama	-	-	-	-
20b. Crime, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	-	-	-
20h. Quiz, etc.	-	-	1.1	0.7
20i. Other	-	-	-	-
21. Prog. Promo.	44.1	1.0	-	0.4
TOTALS	100.0	100.0	100.0	100.0

\* Monday - Friday, sign-on to 4:30 p.m.



Table VI-32. Sound Radio Programme Time: Daytime Hours\* in  
Local Material Which Was Recorded, by Percentage in  
Class of Programme by Class of Station (French),  
January 15-21, 1956

Class of Programme	Local Material - RECORDED			
	French Stations - CBC Total	French Stations - Private		Total
		French Network	Un- affiliated	
1. News and Weather	-	0.2	0.4	0.3
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	-	-	-	-
5. Social & Human Relations	3.8	1.1	0.1	0.5
6. Misc. Information	3.0	1.2	0.8	1.0
7. Canadian Activities & Heritage	-	0.5	0.6	0.5
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	3.9	3.8	3.7
10. Fine Arts, Literature, etc.	-	-	-	-
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	0.9	1.2	1.1
13. Family Living & Shopping	-	4.2	3.0	3.5
13a. Family Living	-	4.1	2.3	3.1
13b. Merchandising	-	0.1	0.7	0.4
14. Music Programmes	93.2	80.8	78.3	79.4
14a. Serious	-	4.0	1.5	2.6
14b. Light	4.6	5.7	6.1	5.9
14c. Popular and Dance	83.4	64.3	66.0	65.3
14d. Folk, Western, Old, etc.	5.2	6.8	4.7	5.6
14e. Prose & Poetry	-	-	-	-
15. Drama Programmes	-	2.7	7.3	5.3
15a. Serious	-	-	-	-
15b. Domestic	-	2.7	7.3	5.3
15c. Comedy	-	-	-	-
15d. Crime, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Com.	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	0.4	0.2	0.3
17. Personalities	-	0.2	0.9	0.6
18. Quiz, Games, etc.	-	3.9	2.5	3.2
19. Sports Progs.	-	-	0.3	0.2
19a. News	-	-	0.3	0.2
19b. Events	-	-	-	-
20. Children Programmes	-	-	0.6	0.4
20a. Youth Educational Progs.	-	-	-	-
20b.-f. Drama	-	-	-	-
20b. Crime, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	-	-	-
20h. Quiz, etc.	-	-	-	-
20i. Other	-	-	0.6	0.4
21. Prog. Promo.	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0

\* Monday-Friday, sign-on to 4:30 p.m.

Table VI-33. Sound Radio Programme Time: Daytime Hours\* in Network Material, by Percentage in Class of Programme by Class of Station (French), January 15-21, 1956

Class of Programme	Network Material			
	French Stations - CBC Total	French Stations - Private		Total
		French Network	Un-affiliated	
1. News & Weather	5.9	9.5	-	9.5
2. Nature & Science	-	-	-	-
3. Foreign Lands	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-
5. Soc. & Human Rel.	1.2	1.3	-	1.3
6. Misc. Information	3.2	2.7	-	2.7
7. Canadian Activ.	1.3	1.6	-	1.6
8. "Feedback" Progs.	-	-	-	-
9. Religion	3.2	3.6	-	3.6
10. Fine Arts, etc.	1.4	-	-	-
11. Dance	-	-	-	-
12. Agriculture, etc.	4.5	15.1	-	15.1
13. Fam. Living, etc.	7.3	7.6	-	7.6
13a. Family Living	7.3	7.6	-	7.6
13b. Merchandising	-	-	-	-
14. Music Programmes	29.2	5.0	-	5.0
14a. Serious	6.1	-	-	-
14b. Light	7.1	3.0	-	3.0
14c. Popular	14.7	-	-	-
14d. Folk, etc.	1.3	2.0	-	2.0
14e. Prose & Poetry	-	-	-	-
15. Drama Programmes	29.4	38.2	-	38.2
15a. Serious	-	-	-	-
15b. Domestic	26.8	38.2	-	38.2
15c. Comedy	1.3	-	-	-
15d. Crime, etc.	-	-	-	-
15e. Romantic	1.3	-	-	-
15f. Musical Com.	-	-	-	-
15g. Other	-	-	-	-
16. Variety	6.5	7.6	-	7.6
17. Personalities	4.8	5.5	-	5.5
18. Quiz, Games, etc.	1.6	0.5	-	0.5
19. Sports Progs.	0.5	-	-	-
19a. News	0.5	-	-	-
19b. Events	-	-	-	-
20. Children's Prog.	-	1.8	-	1.8
20a. Youth Educ.	-	1.8	-	1.8
20b-f. Drama	-	-	-	-
20b. Crime, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	-	-	-
20h. Quiz	-	-	-	-
20i. Other	-	-	-	-
21. Prog. Promo.	-	-	-	-
TOTALS	100.0	100.0	-	100.0

\* Monday - Friday, Sign-on to 4:30 p.m.

Table VII-1. Sound Radio Programme Time: Adult Hours\* on the  
Individual Stations by Class of Station  
January 15-21, 1956

Stations by Class of Station	Time on the Air	
	In Minutes	In Hours
CBC Stations (English)	6,671	111.2
Trans-Canada:	5,380	89.7
CBI - Sydney	1,318	22.0
CBL - Toronto	1,358	22.6
CBU - Vancouver	1,316	21.9
CBW - Winnipeg	1,388	23.1
Dominion:	1,291	21.5
CJBC - Toronto	1,291	21.5
Private Stations (English)	66,497	1,108.3
Trans-Canada:	11,199	186.7
CKPR - Fort William	1,243	20.7
CFNB - Fredericton	1,385	23.1
CKOV - Kelowna	1,260	21.0
CJOC - Lethbridge	1,290	21.5
CJIC - Sault Ste. Marie	1,715	28.6
CHSJ - St. John, N. B.	1,631	27.2
CKGB - Timmins	1,380	23.0
CJAT - Trail	1,295	21.6
Dominion:	29,821	497.0
CJFX - Antigonish	1,330	22.2
CKX - Brandon	1,620	27.0
CFCN - Calgary	1,650	27.5
CFCY - Charlottetown	1,330	22.2
CHWK - Chilliwack	1,020	17.0
CFRN - Edmonton	3,485	58.1
CFPL - London	2,121	35.4
CKCW - Moncton	1,725	28.8
CFCF - Montreal	1,786	29.8
CHAB - Moose Jaw	1,323	22.1
CKOY - Ottawa	3,488	58.1
CHOV - Pembroke	1,240	20.7
CFQC - Saskatoon	1,660	27.7
CKTS - Sherbrooke	1,260	21.0
CJOR - Vancouver	3,303	55.1
CKRC - Winnipeg	1,480	24.7
Unaffiliated:	25,477	424.6
CKBC - Bathurst	1,305	21.8
CKXL - Calgary	3,426	57.1
CKGR - Galt	-	-
CJCH - Halifax	1,625	27.1
CJAD - Montreal	1,780	29.7
CJNB - North Battleford	1,295	21.6
CKOM - Saskatoon	1,680	28.0
CJON - St. Johns	1,740	29.0
CJRW - Summerside	96	1.6
CFRB - Toronto	1,660	27.7
CKEY - Toronto	3,780	63.0
CKWX - Vancouver	1,655	27.6
CKDA - Victoria	1,655	27.6
CJOB - Winnipeg	3,780	63.0

(continued)

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-1 (continued)

Stations by Class of Station	Time on the Air	
	In Minutes	In Hours
CBC Stations (French)	2,541	42.4
CBAF - Moncton	1,281	21.4
CBF - Montreal	1,260	21.0
Private Stations (French)	24,204	403.4
Network Affiliated:	11,185	186.4
CJEM - Edmunston	1,680	28.0
CFRG - Gravelbourg	450	7.5
CKCH - Hull	1,620	27.0
CHNC - New Carlisle	1,260	21.0
CJBR - Rimouski	1,470	24.5
CHLT - Sherbrooke	1,260	21.0
CKSB - St. Boniface	895	14.9
CHGB - Ste. Anne de la Pocatiere	1,290	21.5
CKVD - Val d'Or	1,260	21.0
Unaffiliated:	13,019	217.0
CJMT - Chicoutimi	1,980	33.0
CHEF - Granby	1,230	20.5
CKRS - Jonquiere	1,260	21.0
CKBM - Montmagny	960	16.0
CKAC - Montreal	1,495	24.9
CHRC - Quebec	1,259	21.0
CHRL - Roberval	1,260	21.0
CKVL - Verdun	3,575	59.6



Table VII-2. Sound Radio Programme Time by Class of Programme: Adult Hours\*  
on English Stations - CBC (Trans-Canada, Dominion and Total),  
January 15-21, 1956

Class of Programme	English Stations - CBC					
	Trans-Canada		Dominion		Total	
	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent
1. News & Weather	655	12.2	131	10.1	786	11.8
2. Nature & Science	-	-	-	-	-	-
3. Foreign Lands	15	0.3	15	1.2	30	0.4
4. Pol. & Pub. Aff.	90	1.7	35	2.7	125	2.0
5. Soc. & Human Rel.	225	4.2	45	3.5	270	4.0
6. Misc. Information	-	-	-	-	-	-
7. Canadian Activ.	125	2.3	-	-	125	2.0
8. "Feedback" Progs.	-	-	-	-	-	-
9. Religion	240	4.5	30	2.3	270	4.0
10. Fine Arts, etc.	345	6.4	60	4.6	405	6.1
11. Dance	-	-	-	-	-	-
12. Agriculture, etc.	35	0.6	-	-	35	0.5
13. Fam. Living, etc.	-	-	-	-	-	-
13a. Family Living	-	-	-	-	-	-
13b. Merchandising	-	-	-	-	-	-
14. Music Programmes	2,639	49.0	825	63.9	3,464	51.9
14a. Serious	1,428	26.5	330	25.6	1,758	26.4
14b. Light	536	10.0	60	4.6	596	8.9
14c. Popular	285	5.3	270	20.9	555	8.3
14d. Folk, etc.	390	7.2	90	7.0	480	7.2
14e. Prose & Poetry	-	-	75	5.8	75	1.1
15. Drama Programmes	570	10.6	60	4.6	630	9.4
15a. Serious	420	7.8	30	2.3	450	6.7
15b. Domestic	-	-	-	-	-	-
15c. Comedy	120	2.2	-	-	120	1.8
15d. Crime, etc.	30	0.6	30	2.3	60	0.9
15e. Romantic	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-
16. Variety	120	2.2	30	2.3	150	2.2
17. Personalities	-	-	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-	-	-
19. Sports Progs.	321	6.0	60	4.8	381	5.7
19a. News	90	1.7	-	-	90	1.3
19b. Events	231	4.3	60	4.8	291	4.4
20. Children's Prog.	-	-	-	-	-	-
20a. Youth Educ.	-	-	-	-	-	-
20b-f. Drama	-	-	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-	-
TOTALS	5,380	100.0	1,291	100.0	6,671	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-3. Sound Radio Programme Time by Class of Programme:  
 Adult Hours\* on English Stations - Private (Trans-Canada,  
 Dominion, Unaffiliated and Total), January 15-21, 1956

Class of Programme	English Stations - Private							
	Trans-Canada		Dominion		Un-affiliated		Total	
	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent
1. News & Weather	1,596	14.3	3,472	11.6	2,859	11.2	7,927	11.9
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	30	0.2	163	0.6	-	-	193	0.3
4. Pol. & Pub. Aff.	249	2.2	960	3.2	185	0.7	1,394	2.1
5. Social Rela.	380	3.4	785	2.6	76	0.3	1,241	1.8
6. Misc. Info.	15	0.1	21	0.1	80	0.3	116	0.2
7. Canadian Activ.	135	1.3	209	0.7	95	0.4	439	0.6
8. "Feedback"	-	-	-	-	-	-	-	-
9. Religion	421	3.8	516	1.7	536	2.1	1,473	2.2
10. Fine Arts, etc.	60	0.5	158	0.5	15	0.1	233	0.4
11. Dance	-	-	-	-	-	-	-	-
12. Agric., etc.	150	1.3	5	#	25	0.1	180	0.3
13. Fam. Living	-	-	93	0.3	72	0.3	165	0.2
13a. Fam. Living	-	-	53	0.2	42	0.2	95	0.1
13b. Mds.	-	-	40	0.1	30	0.1	70	0.1
14. Music	5,070	45.3	18,793	63.0	18,151	71.2	42,014	63.2
14a. Serious	621	5.5	1,290	4.3	195	0.8	2,106	3.2
14b. Light	678	6.1	982	3.3	1,208	4.8	2,868	4.3
14c. Popular	3,260	29.1	14,038	47.1	15,474	60.7	32,772	49.3
14d. Folk, etc.	511	3.2	1,300	4.4	1,109	4.3	2,920	4.4
14e. Prose, etc.	-	-	1,183	3.9	165	0.6	1,348	2.0
15. Drama	1,344	12.0	1,243	4.2	849	3.3	3,436	5.2
15a. Serious	840	7.5	120	0.4	90	0.4	1,050	1.6
15b. Domestic	-	-	-	-	30	0.1	30	#
15c. Comedy	210	1.9	372	1.2	-	-	582	0.9
15d. Crime, etc.	294	2.6	721	2.5	614	2.4	1,629	2.4
15e. Romantic	-	-	30	0.1	-	-	30	0.1
15f. Musical Com.	-	-	-	-	60	0.2	60	0.1
15g. Other	-	-	-	-	55	0.2	55	0.1
16. Variety	240	2.1	463	1.6	552	2.2	1,255	1.9
17. Personalities	-	-	-	-	102	0.4	102	0.2
18. Quiz, etc.	30	0.3	15	0.1	30	0.1	75	0.1
19. Sports Progs.	1,479	13.2	2,925	9.8	1,850	7.3	6,254	9.4
19a. News	438	3.9	1,248	4.2	843	3.3	2,529	3.8
19b. Events	1,041	9.3	1,677	5.6	1,007	4.0	3,725	5.6
20. Children's	-	-	-	-	-	-	-	-
20a. Youth Educ.	-	-	-	-	-	-	-	-
20b-f. Drama	-	-	-	-	-	-	-	-
20b. Crime	-	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy T.	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-	-	-	-
TOTALS	11,199	100.0	29,821	100.0	25,477	100.0	66,497	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

# Less than .05 percent.

Table VII-4. Sound Radio Programme Time by Class of Programme: Adult  
Hours\* on French Stations - CBC, January 15-21, 1956

Class of Programme	French Stations - CBC	
	Minutes	Percent
1. News and Weather	161	6.3
2. Nature and Science	-	-
3. Foreign Lands and Peoples	-	-
4. Political & Other Public Aff.	200	7.9
5. Social & Human Relations	270	10.6
6. Misc. Information	-	-
7. Canadian Activities & Heritage	60	2.4
8. "Feedback" Programmes	-	-
9. Religion	30	1.2
10. Fine Arts, Literature, etc.	255	10.0
11. Dance	-	-
12. Agriculture, Fisheries, etc.	30	1.2
13. Family Living & Shopping	-	-
13a. Family Living	-	-
13b. Merchandising	-	-
14. Music Programmes	1,102	43.4
14a. Serious	660	26.0
14b. Light	330	13.0
14c. Popular and Dance	82	3.2
14d. Folk, Western, Old, etc.	30	1.2
14e. Readings of Prose & Poetry	-	-
15. Drama Programmes	240	9.4
15a. Serious	150	5.9
15b. Domestic	60	2.3
15c. Comedy	30	1.2
15d. Crime, Western, etc.	-	-
15e. Romantic	-	-
15f. Musical Comedy	-	-
15g. Other	-	-
16. Variety	-	-
17. Personalities	-	-
18. Quiz, Games and Contests	-	-
19. Sports Programmes	193	7.6
19a. Sports News & Interviews	15	0.6
19b. Sports Events	178	7.0
20. Children's Programmes	-	-
20a. Youth Educational Progs.	-	-
20b-f. Children's Drama	-	-
20b. Crime, Western, etc.	-	-
20c. Comedy	-	-
20d. Fairy Tales	-	-
20e. Serious	-	-
20f. Other	-	-
20g. Children's Variety	-	-
20h. Quiz, Games & Contests	-	-
20i. Other Children's Progs.	-	-
21. Programme Promotion	-	-
TOTALS	2,541	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-4-A. Sound Radio Programme Time by Class of Programme:  
Adult Hours\* on French Stations - Private (French Network, Unaffiliated  
and Total), January 15-21, 1956.

Class of Programme	French Stations - Private					
	French Network		Un-affiliated		Total	
	Min-utes	Per-cent	Min-utes	Per-cent	Min-utes	Per-cent
1. News & Weather	1,163	10.4	1,243	9.5	2,406	9.9
2. Nature & Science	-	-	-	-	-	-
3. Foreign Lands	-	-	-	-	-	-
4. Pol. & Pub. Aff.	815	7.3	60	0.5	875	3.6
5. Soc. & Human Rel.	675	6.0	65	0.6	740	3.1
6. Misc. Information	-	-	15	0.1	15	0.1
7. Canadian Activ.	270	2.4	110	0.8	380	1.6
8. "Feedback" Progs.	-	-	-	-	-	-
9. Religion	120	1.1	75	0.6	195	0.8
10. Fine Arts, etc.	930	8.3	45	0.3	975	4.0
11. Dance	-	-	-	-	-	-
12. Agriculture, etc.	150	1.3	110	0.8	260	1.1
13. Fam. Living, etc.	-	-	70	0.5	70	0.3
13a. Family Living	-	-	55	0.4	55	0.2
13b. Merchandising	-	-	15	0.1	15	0.1
14. Music Programmes	5,452	48.7	10,101	77.6	15,553	64.2
14a. Serious	2,276	20.3	840	6.5	3,116	12.9
14b. Light	481	4.3	730	5.6	1,211	5.0
14c. Popular	2,665	23.8	7,971	61.2	10,636	43.9
14d. Folk, etc.	30	0.3	530	4.1	560	2.3
14e. Prose & Poetry	-	-	30	0.2	30	0.1
15. Drama Programmes	810	7.3	105	0.8	915	3.8
15a. Serious	420	3.8	30	0.2	450	1.8
15b. Domestic	210	1.9	75	0.6	285	1.2
15c. Comedy	90	0.8	-	-	90	0.4
15d. Crime, etc.	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-
15g. Other	90	0.8	-	-	90	0.4
16. Variety	-	-	60	0.5	60	0.2
17. Personalities	-	-	75	0.6	75	0.3
18. Quiz, Games, etc.	-	-	-	-	-	-
19. Sports Progs.	800	7.2	885	6.8	1,685	7.0
19a. News	290	2.6	480	3.7	770	3.2
19b. Events	510	4.6	405	3.1	915	3.8
20. Children's Progs.	-	-	-	-	-	-
20a. Youth Educ.	-	-	-	-	-	-
20b-f. Drama	-	-	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-	-
TOTALS	11,185	100.0	13,019	100.0	24,204	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.



Table VII-5. Sound Radio Programme Time by Origin Within Canada:  
Adult Hours\* by Class of Station, January 15-21, 1956

Class of Station	Local Material		Network	Total
	Live	Recorded		
	(minutes)			
English Stations - CBC	127	660	5,884	6,671
Trans-Canada Network	61	360	4,959	5,380
Dominion Network	66	300	925	1,291
English Stations - Private	13,318	42,727	10,452	66,497
Trans-Canada	1,966	4,845	4,388	11,199
Dominion Network	5,837	18,050	5,934	29,821
Unaffiliated	5,515	19,832	130	25,477
French Stations - CBC	21	15	2,505	2,541
French Stations - Private	3,028	13,712	7,464	24,204
French Network	635	3,086	7,464	11,185
Unaffiliated	2,393	10,626	-	13,019
	(percent)			
English Stations - CBC	1.9	9.9	88.2	100.0
Trans-Canada Network	1.1	6.7	92.2	100.0
Dominion Network	5.1	23.2	71.7	100.0
English Stations - Private	20.0	64.3	15.7	100.0
Trans-Canada Network	17.6	43.2	39.2	100.0
Dominion Network	20.0	76.5	3.5	100.0
Unaffiliated	21.6	77.8	0.6	100.0
French Stations - CBC	0.8	0.6	98.6	100.0
French Stations - Private	12.5	56.7	30.8	100.0
French Network	5.7	27.6	66.7	100.0
Unaffiliated	18.4	81.6	-	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-6. Sound Radio Programme Time, Commercial and Sustaining:  
Adult Hours\* by Class of Station, January 15-21, 1956.

Class of Station	Commercial	Sustaining (in minutes)	Total
English Stations - CBC	411	6,260	6,671
Trans-Canada Network	321	5,059	5,380
Dominion Network	90	1,201	1,291
English Stations - Private	26,924	39,573	66,497
Trans-Canada Network	4,137	7,062	11,199
Dominion Network	9,368	20,453	29,821
Unaffiliated	13,419	12,058	25,477
French Stations - CBC	208	2,333	2,541
French Stations - Private	5,277	18,927	24,204
French Network	1,331	9,854	11,185
Unaffiliated	3,946	9,073	13,019
		(in percent)	
English Stations - CBC	6.2	93.8	100.0
Trans-Canada Network	6.0	94.0	100.0
Dominion Network	7.0	93.0	100.0
English Stations - Private	40.5	59.5	100.0
Trans-Canada Network	37.0	63.0	100.0
Dominion Network	31.4	68.6	100.0
Unaffiliated	52.7	47.3	100.0
French Stations - CBC	8.2	91.8	100.0
French Stations - Private	21.8	78.2	100.0
French Network	11.9	88.1	100.0
Unaffiliated	30.3	69.7	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off

Table VII-7. Sound Radio Programme Time, Percent in Commercial and Sustaining: Adult Hours\* on the Individual Stations by Class of Station January 15-21, 1956

Stations by Class of Station	Commercial	Sustaining	Total
CBC Stations (English)	6.2	93.8	100.0
Trans-Canada:	6.0	94.0	100.0
CBI - Sydney	11.6	88.4	100.0
CBL - Toronto	9.6	90.4	100.0
CBU - Vancouver	-	100.0	100.0
CEW - Winnipeg	2.7	97.3	100.0
Dominion:	7.0	93.0	100.0
CJBC - Toronto	7.0	93.0	100.0
Private Stations (English)	40.5	59.5	100.0
Trans-Canada:	37.0	63.0	100.0
CKPR - Fort William	41.2	58.8	100.0
CFNB - Fredericton	25.0	75.0	100.0
CKOV - Kelowna	58.3	41.7	100.0
CJOC - Lethbridge	59.4	40.6	100.0
CJIC - Sault Ste. Marie	34.2	65.8	100.0
CHSJ - St. John, N. B.	9.4	90.6	100.0
CKGB - Timmins	49.2	50.8	100.0
CJAT - Trail	27.8	72.2	100.0
Dominion:	31.4	68.6	100.0
CJFX - Antigonish	13.9	86.1	100.0
CKX - Brandon	61.7	38.3	100.0
CFCN - Calgary	64.5	35.5	100.0
CFCY - Charlottetown	11.7	88.3	100.0
CHWK - Chilliwack	27.9	72.1	100.0
CFRN - Edmonton	20.4	79.6	100.0
CFPL - London	16.7	83.3	100.0
CKCW - Moncton	13.3	86.7	100.0
CFCF - Montreal	7.3	92.7	100.0
CHAB - Moose Jaw	24.3	75.7	100.0
CKOY - Ottawa	67.3	32.7	100.0
CHOV - Pembroke	13.2	86.8	100.0
CFQC - Saskatoon	70.8	29.2	100.0
CKTS - Sherbrooke	14.7	85.3	100.0
CJOR - Vancouver	14.0	86.0	100.0
CKRC - Winnipeg	40.2	59.8	100.0
Unaffiliated:	52.7	47.3	100.0
CKBC - Bathurst	2.3	97.7	100.0
CKXL - Calgary	20.8	79.2	100.0
CKGR - Galt	-	-	-
CJCH - Halifax	51.6	48.4	100.0
CJAD - Montreal	36.3	63.7	100.0
CJNB - North Battleford	28.2	71.8	100.0
CKOM - Saskatoon	60.5	39.5	100.0
CJON - St. Johns	75.6	24.4	100.0
CJRW - Summerside	58.3	41.7	100.0
CFRB - Toronto	43.6	56.4	100.0
CKEY - Toronto	89.0	11.0	100.0
CKWX - Vancouver	58.1	41.9	100.0
CKDA - Victoria	38.2	61.8	100.0
CJOB - Winnipeg	73.0	27.0	100.0

(continued)

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-7 (continued)

Stations by Class of Station	Commercial	Sustaining	Total
CBC Stations (French)	8.2	91.8	100.0
CBAF - Moncton	7.3	92.7	100.0
CBF - Montreal	9.1	90.9	100.0
Private Stations (French)	21.8	78.2	100.0
Network Affiliated:	11.9	88.1	100.0
CJEM - Edmunston	5.1	94.9	100.0
CFRG - Gravelbourg	-	100.0	100.0
CKCH - Hull	25.0	75.0	100.0
CHNC - New Carlisle	11.5	88.5	100.0
CJBR - Rimouski	15.0	85.0	100.0
CHLT - Sherbrooke	8.3	91.7	100.0
CKSB - St. Boniface	11.3	88.7	100.0
CHGB - Ste. Anne de la Pocatiere	8.5	91.5	100.0
CKVD - Val d'Or	12.7	87.3	100.0
Unaffiliated:	30.3	69.7	100.0
CJMT - Chicoutimi	19.4	80.6	100.0
CHEF - Granby	12.2	87.8	100.0
CKRS - Jonquiere	22.2	77.8	100.0
CKBM - Montmagny	10.4	89.6	100.0
CKAC - Montreal	23.8	76.2	100.0
CHRC - Quebec	46.5	53.5	100.0
CHRL - Roberval	94.0	6.0	100.0
CKVL - Verdun	25.3	74.7	100.0



Table VII-8. Sound Radio Programme Time: Time Devoted to Advertising  
and to Non-Commercial Community Service Announcements:  
Adult Hours\* by Class of Station,  
January 15-21, 1956

Class of Station	Advertising Time		Non-Commercial Announcement Time	
	Minutes	Percent of Total Time	Minutes	Percent of Total Time
English Stations - CBC	43.2	0.6	-	-
Trans-Canada Network	30.8	0.6	-	-
Dominion Network	12.4	1.0	-	-
English Stations - Private	2,923.4	4.4	24.1	0.04
Trans-Canada Network	413.2	3.4	2.0	0.02
Dominion Network	1,083.7	3.6	17.5	0.06
Unaffiliated	1,426.5	5.6	4.6	0.02
French Stations - CBC	20.8	.8	-	-
French Stations - Private	345.1	1.4	9.3	0.04
French Network	122.5	1.1	2.0	0.02
Unaffiliated	222.6	1.7	7.3	0.06

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-8-A. Sound Radio Programme Time: Time Devoted to Advertising  
and to Non-Commercial Community Service Announcements:  
Adult Hours\* on the Individual Stations,  
January 15-21, 1956

Stations by Class of Station	Total Time on the Air	Advertising Time		Non-Commercial Announcement Time	
	Minutes	Minutes	Percent of Total Time	Minutes	Percent of Total Time
CBC Stations (English)	6,671	43.2	0.6	-	-
Trans-Canada:	5,380	30.8	0.6	-	-
CBI - Sydney	1,318	15.0	1.1	-	-
CBL - Toronto	1,358	12.8	.9	-	-
CBU - Vancouver	1,316	-	-	-	-
CBW - Winnipeg	1,388	3.0	.2	-	-
Dominion:	1,291	12.4	1.0	-	-
CJBC - Toronto	1,291	12.4	1.0	-	-
Private Stations (English)	66,497	2,923.4	4.4	24.1	0.04
Trans-Canada:	11,199	413.2	3.4	2.0	0.02
CKPR - Fort William	1,243	44.4	3.6	-	-
CFNB - Fredericton	1,385	50.8	3.7	-	-
CKOV - Kelowna	1,260	82.0	6.5	-	-
CJOC - Lethbridge	1,290	83.3	6.5	1.0	0.08
CJIC - Sault Ste. Marie	1,715	47.7	2.8	-	-
CHSJ - St. John, N. B.	1,631	15.0	.9	-	-
CKGB - Timmins	1,380	52.8	3.8	-	-
CJAT - Trail	1,295	37.2	2.9	1.0	0.08
Dominion:	29,821	1,083.7	3.6	17.5	0.06
CJFX - Antigonish	1,330	21.5	1.6	-	-
CKX - Brandon	1,620	131.8	8.1	-	-
CFCN - Calgary	1,650	126.0	7.6	0.3	0.02
CFCY - Charlottetown	1,330	24.0	1.8	-	-
CHWK - Chilliwack	1,020	37.8	3.7	-	-
CFRN - Edmonton	3,485	96.8	2.8	3.0	0.09
CFPL - London	2,121	48.0	2.3	1.5	0.07
CKCW - Moncton	1,725	27.2	1.6	-	-
CFCF - Montreal	1,786	18.3	1.0	2.3	0.13
CHAB - Moose Jaw	1,323	63.7	4.8	-	-
CKOY - Ottawa	3,488	251.4	7.2	-	-
CHOV - Pembroke	1,240	24.8	2.0	-	-
CFQC - Saskatoon	1,660	76.8	4.6	-	-
CKTS - Sherbrooke	1,260	24.0	1.9	-	-
CJOR - Vancouver	3,303	43.8	1.3	1.7	0.05
CKRC - Winnipeg	1,480	67.8	4.6	8.7	0.59
Unaffiliated:	25,477	1,426.5	5.6	4.6	0.02
CKBC - Bathhurst	1,305	3.3	.3	-	-
CKXL - Calgary	3,426	138.7	4.0	1.0	0.03
CKGR - Galt	-	-	-	-	-
CJCH - Halifax	1,625	44.3	2.7	1.3	0.08
CJAD - Montreal	1,780	88.8	5.0	0.2	0.01
CJNB - North Battleford	1,295	38.5	3.0	-	-
CKOM - Saskatoon	1,680	88.2	5.3	-	-
CJON - St. Johns	1,740	155.6	8.9	-	-
CJRW - Summerside	96	4.5	4.7	-	-
CFRB - Toronto	1,660	81.2	4.9	-	-
CKEY - Toronto	3,780	450.4	11.9	-	-
CKWX - Vancouver	1,655	113.4	6.9	-	-
CKDA - Victoria	1,655	68.3	4.1	0.1	0.01
CJOB - Winnipeg	3,780	151.3	4.0	2.0	0.05

(continued)

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-8-A. (Continued)

Stations by Class of Station	Total Time on the Air	Advertising Time		Non-Commercial Announcement Time	
	Minutes	Minutes	Percent of Total Time	Minutes	Percent of Total Time
CBC Stations (French)	2,541	20.8	.8	-	-
CBAF - Moncton	1,281	9.0	.7	-	-
CBF - Montreal	1,260	11.8	.9	-	-
Private Stations (French)	24,204	345.1	1.4	9.3	0.04
Network Affiliated:	11,185	122.5	1.1	2.0	0.02
CJEM - Edmunston	1,680	8.8	.5	-	-
CFRG - Gravelbourg	450	-	-	-	-
CKCH - Hull	1,620	41.8	2.6	2.0	0.12
CHNC - New Carlisle	1,260	8.8	.7	-	-
CJBR - Rimouski	1,470	11.7	.8	-	-
CHLT - Sherbrooke	1,260	7.5	.6	-	-
CKSB - St. Boniface	895	14.8	1.7	-	-
CHGB - Ste. Anne de la Pocatiere	1,290	7.8	.6	-	-
CKVD - Val d'Or	1,260	21.3	1.7	-	-
Unaffiliated:	13,019	222.6	1.7	7.3	0.06
CJMT - Chicoutimi	1,980	23.3	1.2	-	-
CHEF - Granby	1,230	15.0	1.2	-	-
CKRS - Jonquiere	1,260	40.8	3.2	-	-
CKBM - Montmagny	960	.9	.1	-	-
CKAC - Montreal	1,495	41.6	2.8	4.0	0.27
CHRC - Quebec	1,259	49.5	3.9	-	-
CHRL - Roberval	1,260	8.8	.7	-	-
CKVL - Verdun	3,575	42.7	1.2	3.3	0.09

Table VII-9. Sound Radio Programme Time by Class of Programme and Origin  
 Within Canada: Adult Hours\* on English Stations - CBC (Trans-Canada)  
 January 15-21, 1956. (in minutes)

Class of Programme	English Stations - CBC (Trans-Canada)			Total
	Local Material		Network	
	Live	Recorded		
1. News and Weather	41	-	614	655
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	15	15
4. Political & Other Public Aff.	-	-	90	90
5. Social & Human Relations	-	-	225	225
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	-	-	125	125
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	-	240	240
10. Fine Arts, Literature, etc.	-	-	345	345
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	20	-	15	35
13. Family Living & Shopping	-	-	-	-
13a. Family Living	-	-	-	-
13b. Merchandising	-	-	-	-
14. Music Programmes	-	360	2,279	2,639
14a. Serious	-	303	1,125	1,428
14b. Light	-	57	479	536
14c. Popular and Dance	-	-	285	285
14d. Folk, Western, Old, etc.	-	-	390	390
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	570	570
15a. Serious	-	-	420	420
15b. Domestic	-	-	-	-
15c. Comedy	-	-	120	120
15d. Crime, Western, etc.	-	-	30	30
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	120	120
17. Personalities	-	-	-	-
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	-	-	321	321
19a. Sports News & Interviews	-	-	90	90
19b. Sports Events	-	-	231	231
20. Children's Programmes	-	-	-	-
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	-	-
TOTALS	61	360	4,959	5,380

\* Monday - Sunday, 9:00 p.m. to sign-off.



Table VII-10. Sound Radio Programme Time by Class of Programme and Origin  
 Within Canada: Adult Hours\* on English Stations - CBC (Dominion),  
 January 15-21, 1956. (in minutes)

Class of Programme	English Stations - CBC (Dominion)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	61	-	70	131
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	15	15
4. Political & Other Public Aff.	5	-	30	35
5. Social & Human Relations	-	-	45	45
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	-	-	-	-
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	30	-	30
10. Fine Arts, Literature, etc.	-	-	60	60
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	-	-	-
13. Family Living & Shopping	-	-	-	-
13a. Family Living	-	-	-	-
13b. Merchandising	-	-	-	-
14. Music Programmes	-	270	555	825
14a. Serious	-	225	105	330
14b. Light	-	-	60	60
14c. Popular and Dance	-	45	225	270
14d. Folk, Western, Old, etc.	-	-	90	90
14e. Readings of Prose & Poetry	-	-	75	75
15. Drama Programmes	-	-	60	60
15a. Serious	-	-	30	30
15b. Domestic	-	-	-	-
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	30	30
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	30	30
17. Personalities	-	-	-	-
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	-	-	60	60
19a. Sports News & Interviews	-	-	-	-
19b. Sports Events	-	-	60	60
20. Children's Programmes	-	-	-	-
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	-	-
TOTALS	66	300	925	1,291

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-11. Sound Radio Programme Time by Class of Programme and Origin  
 Within Canada: Adult Hours\* on English Stations - CBC (Total),  
 January 15-21, 1956. (in minutes)

Class of Programme	English Stations - CBC (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	102	-	684	786
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	30	30
4. Political & Other Public Aff.	5	-	120	125
5. Social & Human Relations	-	-	270	270
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	-	-	125	125
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	30	240	270
10. Fine Arts, Literature, etc.	-	-	405	405
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	20	-	15	35
13. Family Living & Shopping	-	-	-	-
13a. Family Living	-	-	-	-
13b. Merchandising	-	-	-	-
14. Music Programmes	-	630	2,834	3,464
14a. Serious	-	528	1,230	1,758
14b. Light	-	57	539	596
14c. Popular and Dance	-	45	510	555
14d. Folk, Western, Old, etc.	-	-	480	480
14e. Readings of Prose & Poetry	-	-	75	75
15. Drama Programmes	-	-	630	630
15a. Serious	-	-	450	450
15b. Domestic	-	-	-	-
15c. Comedy	-	-	120	120
15d. Crime, Western, etc.	-	-	60	60
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	150	150
17. Personalities	-	-	-	-
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	-	-	381	381
19a. Sports News & Interviews	-	-	90	90
19b. Sports Events	-	-	291	291
20. Children's Programmes	-	-	-	-
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	-	-
TOTALS	127	660	5,884	6,671

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-12. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on English Stations - Private (Trans-Canada), January 15-21, 1956. (in minutes)

Class of Programme	English Stations-Private (Trans-Canada)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	1,071	-	525	1,596
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	30	30
4. Political & Other Public Aff.	-	47	202	249
5. Social & Human Relations	-	60	320	380
6. Misc. Information	-	15	-	15
7. Canadian Activities & Heritage	-	60	75	135
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	180	241	421
10. Fine Arts, Literature, etc.	-	-	60	60
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	120	30	150
13. Family Living & Shopping	-	-	-	-
13a. Family Living	-	-	-	-
13b. Merchandising	-	-	-	-
14. Music Programmes	85	3,703	1,282	5,070
14a. Serious	-	81	540	621
14b. Light	-	362	316	678
14c. Popular and Dance	85	3,109	66	3,260
14d. Folk, Western, Old, etc.	-	151	360	511
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	294	1,050	1,344
15a. Serious	-	-	840	840
15b. Domestic	-	-	-	-
15c. Comedy	-	60	150	210
15d. Crime, Western, etc.	-	234	60	294
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	210	30	240
17. Personalities	-	-	-	-
18. Quiz, Games and Contests	-	30	-	30
19. Sports Programmes	810	126	543	1,479
19a. Sports News & Interviews	297	81	60	438
19b. Sports Events	513	45	483	1,041
20. Children's Programmes	-	-	-	-
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	-	-
TOTALS	1,966	4,845	4,388	11,199

\* Monday-Sunday, 9:00 p.m. to sign-off.

Table VII-13. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on English Stations - Private (Dominion), January 15-21, 1956. (in minutes)

Class of Programme	English Stations - Private (Dominion)			Total
	Local Material		Network	
	Live	Recorded		
1. News and Weather	3,062	63	347	3,472
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	163	163
4. Political & Other Public Aff.	323	176	461	960
5. Social & Human Relations	15	135	635	785
6. Misc. Information	-	21	-	21
7. Canadian Activities & Heritage	62	147	-	209
8. "Feedback" Programmes	-	-	-	-
9. Religion	90	426	-	516
10. Fine Arts, Literature, etc.	-	-	158	158
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	5	-	5
13. Family Living & Shopping	5	88	-	93
13a. Family Living	5	48	-	53
13b. Merchandising	-	40	-	40
14. Music Programmes	205	16,096	2,492	18,793
14a. Serious	-	563	727	1,290
14b. Light	-	707	275	982
14c. Popular and Dance	55	13,450	533	14,038
14d. Folk, Western, Old, etc.	150	495	655	1,300
14e. Readings of Prose & Poetry	-	881	302	1,183
15. Drama Programmes	-	600	643	1,243
15a. Serious	-	30	90	120
15b. Domestic	-	-	-	-
15c. Comedy	-	30	342	372
15d. Crime, Western, etc.	-	510	211	721
15e. Romantic	-	30	-	30
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	134	-	329	463
17. Personalities	-	-	-	-
18. Quiz, Games and Contests	-	15	-	15
19. Sports Programmes	1,941	278	706	2,925
19a. Sports News & Interviews	964	134	150	1,248
19b. Sports Events	977	144	556	1,677
20. Children's Programmes	-	-	-	-
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	-	-
TOTALS	5,837	18,050	5,934	29,821

\* Monday-Sunday, 9:00 p.m. to sign-off.



Table VII-11. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on English Stations - Private (Unaffiliated), January 15-21, 1956 (in minutes)

Class of Programme	English Stations - Private (Unaffiliated)			Total
	Local Material		Network	
	Live	Recorded		
1. News and Weather	2,854	5	-	2,859
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	5	135	45	185
5. Social & Human Relations	-	76	-	76
6. Misc. Information	-	80	-	80
7. Canadian Activities & Heritage	50	45	-	95
8. "Feedback" Programmes	-	-	-	-
9. Religion	161	375	-	536
10. Fine Arts, Literature, etc.	-	15	-	15
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	25	-	-	25
13. Family Living & Shopping	42	30	-	72
13a. Family Living	42	-	-	42
13b. Merchandising	-	30	-	30
14. Music Programmes	567	17,584	-	18,151
14a. Serious	20	175	-	195
14b. Light	30	1,178	-	1,208
14c. Popular and Dance	461	15,013	-	15,474
14d. Folk, Western, Old, etc.	56	1,053	-	1,109
14e. Readings of Prose & Poetry	-	165	-	165
15. Drama Programmes	-	849	-	849
15a. Serious	-	90	-	90
15b. Domestic	-	30	-	30
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	614	-	614
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	60	-	60
15g. Other	-	55	-	55
16. Variety	15	537	-	552
17. Personalities	102	-	-	102
18. Quiz, Games and Contests	30	-	-	30
19. Sports Programmes	1,664	101	85	1,850
19a. Sports News & Interviews	742	101	-	843
19b. Sports Events	922	-	85	1,007
20. Children's Programmes	-	-	-	-
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	-	-
TOTALS	5,515	19,832	130	25,477

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-15. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on English Stations - Private (Total), January 15-21, 1956. (in minutes)

Class of Programme	English Stations - Private (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	6,987	68	872	7,927
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	193	193
4. Political & Other Public Aff.	328	358	708	1,394
5. Social & Human Relations	15	271	955	1,241
6. Misc. Information	-	116	-	116
7. Canadian Activities & Heritage	112	252	75	439
8. "Feedback" Programmes	-	-	-	-
9. Religion	251	981	241	1,473
10. Fine Arts, Literature, etc.	-	15	218	233
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	25	125	30	180
13. Family Living & Shopping	47	118	-	165
13a. Family Living	47	48	-	95
13b. Merchandising	-	70	-	70
14. Music Programmes	857	37,383	3,774	42,014
14a. Serious	20	819	1,267	2,106
14b. Light	30	2,247	591	2,868
14c. Popular and Dance	601	31,572	599	32,772
14d. Folk, Western, Old, etc.	206	1,699	1,015	2,920
14e. Readings of Prose & Poetry	-	1,046	302	1,348
15. Drama Programmes	-	1,743	1,693	3,436
15a. Serious	-	120	930	1,050
15b. Domestic	-	30	-	30
15c. Comedy	-	90	492	582
15d. Crime, Western, etc.	-	1,358	271	1,629
15e. Romantic	-	30	-	30
15f. Musical Comedy	-	60	-	60
15g. Other	-	55	-	55
16. Variety	149	747	359	1,255
17. Personalities	102	-	-	102
18. Quiz, Games and Contests	30	45	-	75
19. Sports Programmes	4,415	505	1,334	6,254
19a. Sports News & Interviews	2,003	316	210	2,529
19b. Sports Events	2,412	189	1,124	3,725
20. Children's Programmes	-	-	-	-
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	-	-
TOTALS	13,318	42,727	10,452	66,497

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-16. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on French Stations - CBC (Total), January 15-21, 1956 (in minutes)

Class of Programme	French Stations - CBC (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	21	-	140	161
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	-	-	200	200
5. Social & Human Relations	-	-	270	270
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	-	-	60	60
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	-	30	30
10. Fine Arts, Literature, etc.	-	-	255	255
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	-	30	30
13. Family Living & Shopping	-	-	-	-
13a. Family Living	-	-	-	-
13b. Merchandising	-	-	-	-
14. Music Programmes	-	15	1,087	1,102
14a. Serious	-	-	660	660
14b. Light	-	-	330	330
14c. Popular and Dance	-	-	82	82
14d. Folk, Western, Old, etc.	-	15	15	30
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	240	240
15a. Serious	-	-	150	150
15b. Domestic	-	-	60	60
15c. Comedy	-	-	30	30
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	-	-	193	193
19a. Sports News & Interviews	-	-	15	15
19b. Sports Events	-	-	178	178
20. Children's Programmes	-	-	-	-
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	-	-
TOTALS	21	15	2,505	2,541

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-17. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on French Stations - Private (French Network), January 15-21, 1956.  
(in minutes)

Class of Programme	French Stations - Private (French Network)			Total
	Local Material		Network	
	Live	Recorded		
1. News and Weather	335	80	748	1,163
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	-	-	815	815
5. Social & Human Relations	-	45	630	675
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	-	-	270	270
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	15	105	120
10. Fine Arts, Literature, etc.	15	-	915	930
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	30	120	150
13. Family Living & Shopping	-	-	-	-
13a. Family Living	-	-	-	-
13b. Merchandising	-	-	-	-
14. Music Programmes	45	2,911	2,496	5,452
14a. Serious	-	480	1,796	2,276
14b. Light	-	91	390	481
14c. Popular and Dance	45	2,325	295	2,665
14d. Folk, Western, Old, etc.	-	15	15	30
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	810	810
15a. Serious	-	-	420	420
15b. Domestic	-	-	210	210
15c. Comedy	-	-	90	90
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	90	90
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	240	5	555	800
19a. Sports News & Interviews	240	5	45	290
19b. Sports Events	-	-	510	510
20. Children's Programmes	-	-	-	-
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	-	-
TOTALS	635	3,086	7,464	11,185

\* Monday - Sunday, 9:00 p.m. to sign-off.



Table VII-18. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on French Stations - Private (Unaffiliated), January 15-21, 1956. (in minutes)

Class of Programme	French Stations - Private (Unaffiliated)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	1,243	-	-	1,243
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	-	60	-	60
5. Social & Human Relations	-	65	-	65
6. Misc. Information	-	15	-	15
7. Canadian Activities & Heritage	15	95	-	110
8. "Feedback" Programmes	-	-	-	-
9. Religion	60	15	-	75
10. Fine Arts, Literature, etc.	-	45	-	45
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	90	20	-	110
13. Family Living & Shopping	30	40	-	70
13a. Family Living	30	25	-	55
13b. Merchandising	-	15	-	15
14. Music Programmes	160	9,941	-	10,101
14a. Serious	30	810	-	840
14b. Light	-	730	-	730
14c. Popular and Dance	130	7,841	-	7,971
14d. Folk, Western, Old, etc.	-	530	-	530
14e. Readings of Prose & Poetry	-	30	-	30
15. Drama Programmes	-	105	-	105
15a. Serious	-	30	-	30
15b. Domestic	-	75	-	75
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	60	-	60
17. Personalities	-	75	-	75
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	795	90	-	885
19a. Sports News & Interviews	480	-	-	480
19b. Sports Events	315	90	-	405
20. Children's Programmes	-	-	-	-
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	-	-
TOTALS	2,393	10,626	-	13,019

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-19. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on French Stations - Private (Total), January 15-21, 1956. (in minutes)

Class of Programme	French Stations - Private (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	1,578	80	748	2,406
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	-	60	815	875
5. Social & Human Relations	-	110	630	740
6. Misc. Information	-	15	-	15
7. Canadian Activities & Heritage	15	95	270	380
8. "Feedback" Programmes	-	-	-	-
9. Religion	60	30	105	195
10. Fine Arts, Literature, etc.	15	45	915	975
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	90	50	120	260
13. Family Living & Shopping	30	40	-	70
13a. Family Living	30	25	-	55
13b. Merchandising	-	15	-	15
14. Music Programmes	205	12,852	2,496	15,553
14a. Serious	30	1,290	1,796	3,116
14b. Light	-	821	390	1,211
14c. Popular and Dance	175	10,166	295	10,636
14d. Folk, Western, Old, etc.	-	545	15	560
14e. Readings of Prose & Poetry	-	30	-	30
15. Drama Programmes	-	105	810	915
15a. Serious	-	30	420	450
15b. Domestic	-	75	210	285
15c. Comedy	-	-	90	90
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	90	90
16. Variety	-	60	-	60
17. Personalities	-	75	-	75
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	1,035	95	555	1,685
19a. Sports News & Interviews	720	5	45	770
19b. Sports Events	315	90	510	915
20. Children's Programmes	-	-	-	-
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	-	-
TOTALS	3,028	13,712	7,464	24,204

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-20. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on English Stations - CBC (Trans-Canada and Dominion), January 15-21, 1956. (in percent)

Class of Programme	English Stations - CBC							
	Trans-Canada				Dominion			
	Local Material		Net-work	Total	Local Material		Net-work	Total
Live	Re-corded	Live			Re-corded			
1. News & Weather	6.3	-	93.7	100.0	46.6	-	53.4	100.0
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	-	-	100.0	100.0	-	-	100.0	100.0
4. Pol. & Pub. Aff.	-	-	100.0	100.0	14.3	-	85.7	100.0
5. Soc. & Human Rel.	-	-	100.0	100.0	-	-	100.0	100.0
6. Misc. Information	-	-	-	-	-	-	-	-
7. Canadian Activ.	-	-	100.0	100.0	-	-	-	-
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	-	100.0	100.0	-	100.0	-	100.0
10. Fine Arts, etc.	-	-	100.0	100.0	-	-	100.0	100.0
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	57.1	-	42.9	100.0	-	-	-	-
13. Fam. Living	-	-	-	-	-	-	-	-
13a. Family Living	-	-	-	-	-	-	-	-
13b. Merchandising	-	-	-	-	-	-	-	-
14. Music Programmes	-	13.6	86.4	100.0	-	32.7	67.3	100.0
14a. Serious	-	21.2	78.8	100.0	-	68.2	31.8	100.0
14b. Light	-	10.6	89.4	100.0	-	-	100.0	100.0
14c. Popular	-	-	100.0	100.0	-	16.7	83.3	100.0
14d. Folk, etc.	-	-	100.0	100.0	-	-	100.0	100.0
14e. Prose & Poetry	-	-	-	-	-	-	100.0	100.0
15. Drama Programmes	-	-	100.0	100.0	-	-	100.0	100.0
15a. Serious	-	-	100.0	100.0	-	-	100.0	100.0
15b. Domestic	-	-	-	-	-	-	-	-
15c. Comedy	-	-	100.0	100.0	-	-	-	-
15d. Crime, etc.	-	-	100.0	100.0	-	-	100.0	100.0
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-	-	-
16. Variety	-	-	100.0	100.0	-	-	100.0	100.0
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-	-	-	-	-
19. Sports Progs.	-	-	100.0	100.0	-	-	100.0	100.0
19a. News	-	-	100.0	100.0	-	-	-	-
19b. Events	-	-	100.0	100.0	-	-	100.0	100.0
20. Children's Prog.	-	-	-	-	-	-	-	-
20a. Youth Educ.	-	-	-	-	-	-	-	-
20b-f. Drama	-	-	-	-	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-	-	-	-
TOTALS	1.1	6.7	92.2	100.0	5.1	23.2	71.7	100.0

\* Monday-Sunday, 9:00 p.m. to sign-off.

Table VII-21. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on English Stations - CBC (Total), January 15-21, 1956. (in percent)

Class of Programme	English Stations - CBC (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	13.0	-	87.0	100.0
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	100.0	100.0
4. Political & Other Public Aff.	4.0	-	96.0	100.0
5. Social & Human Relations	-	-	100.0	100.0
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	-	-	100.0	100.0
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	11.1	88.9	100.0
10. Fine Arts, Literature, etc.	-	-	100.0	100.0
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	57.1	-	42.9	100.0
13. Family Living & Shopping	-	-	-	-
13a. Family Living	-	-	-	-
13b. Merchandising	-	-	-	-
14. Music Programmes	-	18.2	81.8	100.0
14a. Serious	-	30.0	70.0	100.0
14b. Light	-	9.6	90.4	100.0
14c. Popular and Dance	-	8.1	91.9	100.0
14d. Folk, Western, Old, etc.	-	-	100.0	100.0
14e. Readings of Prose & Poetry	-	-	100.0	100.0
15. Drama Programmes	-	-	100.0	100.0
15a. Serious	-	-	100.0	100.0
15b. Domestic	-	-	-	-
15c. Comedy	-	-	100.0	100.0
15d. Crime, Western, etc.	-	-	100.0	100.0
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	100.0	100.0
17. Personalities	-	-	-	-
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	-	-	100.0	100.0
19a. Sports News & Interviews	-	-	100.0	100.0
19b. Sports Events	-	-	100.0	100.0
20. Children's Programmes	-	-	-	-
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	-	-
TOTALS	1.9	9.9	88.2	100.0

\* Monday-Sunday, 9:00 p.m. to sign-off.



Table VII-22. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on English Stations - Private (Trans-Canada and Dominion), January 15-21, 1956. (in percent)

Class of Programme	English Stations - Private							
	Trans-Canada				Dominion			
	Local Material		Net-work	Total	Local Material		Net-work	Total
	Live	Re-corded			Live	Re-corded		
1. News & Weather	67.1	-	32.9	100.0	88.2	1.8	10.0	100.0
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	-	-	100.0	100.0	-	-	100.0	100.0
4. Pol. & Pub. Aff.	-	18.9	81.1	100.0	33.7	18.3	48.0	100.0
5. Soc. & Human Rel.	-	15.8	84.2	100.0	1.9	17.2	80.9	100.0
6. Misc. Information	-	100.0	-	100.0	-	100.0	-	100.0
7. Canadian Activ.	-	44.4	55.6	100.0	29.7	70.3	-	100.0
8. "Feedback" Progs.	-	-	-	-	-	-	-	-
9. Religion	-	42.8	57.2	100.0	17.4	82.6	-	100.0
10. Fine Arts, etc.	-	-	100.0	100.0	-	-	100.0	100.0
11. Dance	-	-	-	-	-	-	-	-
12. Agriculture, etc.	-	80.0	20.0	100.0	-	100.0	-	100.0
13. Fam. Living, etc.	-	-	-	-	5.4	94.6	-	100.0
13a. Family Living	-	-	-	-	9.4	90.6	-	100.0
13b. Merchandising	-	-	-	-	-	100.0	-	100.0
14. Music Programmes	1.7	73.0	25.3	100.0	1.2	85.5	13.3	100.0
14a. Serious	-	13.0	87.0	100.0	-	43.6	56.4	100.0
14b. Light	-	53.4	46.6	100.0	-	72.0	28.0	100.0
14c. Popular	2.6	95.4	2.0	100.0	0.4	95.8	3.8	100.0
14d. Folk, etc.	-	29.6	70.4	100.0	11.5	38.1	50.4	100.0
14e. Prose & Poetry	-	-	-	-	-	74.5	25.5	100.0
15. Drama Programmes	-	21.9	78.1	100.0	-	48.3	51.7	100.0
15a. Serious	-	-	100.0	100.0	-	25.0	75.0	100.0
15b. Domestic	-	-	-	-	-	-	-	-
15c. Comedy	-	28.6	71.4	100.0	-	8.1	91.9	100.0
15d. Crime, etc.	-	79.6	20.4	100.0	-	70.7	29.3	100.0
15e. Romantic	-	-	-	-	-	100.0	-	100.0
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-	-	-
16. Variety	-	87.5	12.5	100.0	28.9	-	71.1	100.0
17. Personalities	-	-	-	-	-	-	-	-
18. Quiz, Games, etc.	-	100.0	-	100.0	-	100.0	-	100.0
19. Sports Progs.	54.8	8.5	36.7	100.0	66.4	9.5	24.1	100.0
19a. News	67.8	18.5	13.7	100.0	77.3	10.7	12.0	100.0
19b. Events	49.3	4.3	46.4	100.0	58.3	8.6	33.1	100.0
20. Children's Progs.	-	-	-	-	-	-	-	-
20a. Youth Educ.	-	-	-	-	-	-	-	-
20b-f. Drama	-	-	-	-	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-	-	-	-
TOTALS	17.6	43.2	39.2	100.0	19.6	60.5	19.9	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-23. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on English Stations - Private (Unaffiliated), January 15-21, 1956 (in percent)

Class of Programme	English Stations - Private (Unaffiliated)			
	Local Material		Network	Total
	Live	Recorded		
1. News & Weather	99.8	0.2	-	100.0
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	2.7	73.0	24.3	100.0
5. Social & Human Relations	-	100.0	-	100.0
6. Misc. Information	-	100.0	-	100.0
7. Canadian Activities & Heritage	52.6	47.4	-	100.0
8. "Feedback" Programmes	-	-	-	-
9. Religion	30.0	70.0	-	100.0
10. Fine Arts, Literature, etc.	-	100.0	-	100.0
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	100.0	-	-	100.0
13. Family Living & Shopping	58.3	41.7	-	100.0
13a. Family Living	100.0	-	-	100.0
13b. Merchandising	-	100.0	-	100.0
14. Music Programmes	3.1	96.9	-	100.0
14a. Serious	10.2	89.8	-	100.0
14b. Light	2.5	97.5	-	100.0
14c. Popular and Dance	3.0	97.0	-	100.0
14d. Folk, Western, Old, etc.	5.0	95.0	-	100.0
14e. Readings of Prose & Poetry	-	100.0	-	100.0
15. Drama Programmes	-	100.0	-	100.0
15a. Serious	-	100.0	-	100.0
15b. Domestic	-	100.0	-	100.0
15c. Comedy	-	-	-	-
15d. Crime, Western, etc.	-	100.0	-	100.0
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	100.0	-	100.0
15g. Other	-	100.0	-	100.0
16. Variety	2.7	97.3	-	100.0
17. Personalities	100.0	-	-	100.0
18. Quiz, Games and Contests	100.0	-	-	100.0
19. Sports Programmes	89.9	5.5	4.6	100.0
19a. Sports News & Interviews	88.0	12.0	-	100.0
19b. Sports Events	91.6	-	8.4	100.0
20. Children's Programmes	-	-	-	-
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	-	-
TOTALS	21.6	77.8	0.6	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-24. Sound Radio Programme Time by Class of Programme and Origin  
 Within Canada: Adult Hours\* on English Stations - Private (Total)  
 January 15-21, 1956. (in percent)

Class of Programme	English Stations - Private (Total)			Total
	Local Material Live	Recorded	Network	
1. News and Weather	88.1	0.9	11.0	100.0
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	100.0	100.0
4. Political & Other Public Aff.	23.5	25.7	50.8	100.0
5. Social & Human Relations	1.2	21.8	77.0	100.0
6. Misc. Information	-	100.0	-	100.0
7. Canadian Activities & Heritage	25.5	57.4	17.1	100.0
8. "Feedback" Programmes	-	-	-	-
9. Religion	17.0	66.6	16.4	100.0
10. Fine Arts, Literature, etc.	-	6.4	93.6	100.0
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	13.9	69.4	16.7	100.0
13. Family Living & Shopping	28.5	71.5	-	100.0
13a. Family Living	49.5	50.5	-	100.0
13b. Merchandising	-	100.0	-	100.0
14. Music Programmes	2.0	89.0	9.0	100.0
14a. Serious	1.0	38.9	60.1	100.0
14b. Light	1.0	78.4	20.6	100.0
14c. Popular and Dance	1.8	96.4	1.8	100.0
14d. Folk, Western, Old, etc.	7.1	58.2	34.7	100.0
14e. Readings of Prose & Poetry	-	77.6	22.4	100.0
15. Drama Programmes	-	50.7	49.3	100.0
15a. Serious	-	11.4	88.6	100.0
15b. Domestic	-	100.0	-	100.0
15c. Comedy	-	15.5	84.5	100.0
15d. Crime, Western, etc.	-	83.4	16.6	100.0
15e. Romantic	-	100.0	-	100.0
15f. Musical Comedy	-	100.0	-	100.0
15g. Other	-	100.0	-	100.0
16. Variety	11.9	59.5	28.6	100.0
17. Personalities	100.0	-	-	100.0
18. Quiz, Games and Contests	40.0	60.0	-	100.0
19. Sports Programmes	70.6	8.1	21.3	100.0
19a. Sports News & Interviews	79.2	12.5	8.3	100.0
19b. Sports Events	64.7	5.1	30.2	100.0
20. Children's Programmes	-	-	-	-
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	-	-
TOTALS	20.0	64.3	15.7	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-25. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on French Stations - CBC (Total), January 15-21, 1956 (in percent)

Class of Programme	French Stations - CBC (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	13.0	-	87.0	100.0
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	-	-	100.0	100.0
5. Social & Human Relations	-	-	100.0	100.0
6. Misc. Information	-	-	-	-
7. Canadian Activities & Heritage	-	-	100.0	100.0
8. "Feedback" Programmes	-	-	-	-
9. Religion	-	-	100.0	100.0
10. Fine Arts, Literature, etc.	-	-	100.0	100.0
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	-	-	100.0	100.0
13. Family Living & Shopping	-	-	-	-
13a. Family Living	-	-	-	-
13b. Merchandising	-	-	-	-
14. Music Programmes	-	1.4	98.6	100.0
14a. Serious	-	-	100.0	100.0
14b. Light	-	-	100.0	100.0
14c. Popular and Dance	-	-	100.0	100.0
14d. Folk, Western, Old, etc.	-	50.0	50.0	100.0
14e. Readings of Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	100.0	100.0
15a. Serious	-	-	100.0	100.0
15b. Domestic	-	-	100.0	100.0
15c. Comedy	-	-	100.0	100.0
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	-	-	100.0	100.0
19a. Sports News and Interviews	-	-	100.0	100.0
19b. Sports Events	-	-	100.0	100.0
20. Children's Programmes	-	-	-	-
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	-	-
TOTALS	0.8	0.6	98.6	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.



Table VII-26. Sound Radio Programme Time by Class of Programme and Origin Within Canada: Adult Hours\* on French Stations - Private (French Network and Unaffiliated), January 15-21, 1956. (in percent)

Class of Programme	French Stations - Private							
	French Network				Unaffiliated			
	Local Material		Net-work	Total	Local Material		Net-work	Total
	Live	Re-corded			Live	Re-corded		
1. News & Weather	28.8	6.9	64.3	100.0	100.0	-	-	100.0
2. Nature & Science	-	-	-	-	-	-	-	-
3. Foreign Lands	-	-	-	-	-	-	-	-
4. Pol. & Pub. Aff.	-	-	100.0	100.0	-	100.0	-	100.0
5. Soc. Rel.	-	6.7	93.3	100.0	-	100.0	-	100.0
6. Misc. Info.	-	-	-	-	-	100.0	-	100.0
7. Canadian Activ.	-	-	100.0	100.0	13.6	86.4	-	100.0
8. "Feedback"	-	-	-	-	-	-	-	-
9. Religion	-	12.5	87.5	100.0	80.0	20.0	-	100.0
10. Fine Arts, etc.	1.6	-	98.4	100.0	-	100.0	-	100.0
11. Dance	-	-	-	-	-	-	-	-
12. Agric., etc.	-	20.0	80.0	100.0	81.8	18.2	-	100.0
13. Fam. Liv., etc.	-	-	-	-	42.9	57.1	-	100.0
13a. Fam. Living	-	-	-	-	54.5	45.5	-	100.0
13b. Mds.	-	-	-	-	-	100.0	-	100.0
14. Music Programmes	0.8	53.4	45.8	100.0	1.6	98.4	-	100.0
14a. Serious	-	21.1	78.9	100.0	3.6	96.4	-	100.0
14b. Light	-	18.9	81.1	100.0	-	100.0	-	100.0
14c. Popular	1.7	87.2	11.1	100.0	1.6	98.4	-	100.0
14d. Folk, etc.	-	50.0	50.0	100.0	-	100.0	-	100.0
14e. Prose & Poetry	-	-	-	-	-	100.0	-	100.0
15. Drama Programmes	-	-	100.0	100.0	-	100.0	-	100.0
15a. Serious	-	-	100.0	100.0	-	100.0	-	100.0
15b. Domestic	-	-	100.0	100.0	-	100.0	-	100.0
15c. Comedy	-	-	100.0	100.0	-	-	-	-
15d. Crime, etc.	-	-	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-	-
15g. Other	-	-	100.0	100.0	-	-	-	-
16. Variety	-	-	-	-	-	100.0	-	100.0
17. Personalities	-	-	-	-	-	100.0	-	100.0
18. Quiz, Games, etc.	-	-	-	-	-	-	-	-
19. Sports Progs.	30.0	0.6	69.4	100.0	89.3	10.2	-	100.0
19a. News	82.8	1.7	15.5	100.0	100.0	-	-	100.0
19b. Events	-	-	100.0	100.0	77.8	22.2	-	100.0
20. Children's Progs.	-	-	-	-	-	-	-	-
20a. Youth Educ.	-	-	-	-	-	-	-	-
20b-f. Drama	-	-	-	-	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-	-	-	-
TOTALS	5.7	27.6	66.7	100.0	18.4	81.6	-	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-27. Sound Radio Programme Time by Class of Programme and Origin  
 Within Canada: Adult Hours\* on French Stations - Private (Total)  
 January 15-21, 1956. (in percent)

Class of Programme	French Stations - Private (Total)			
	Local Material		Network	Total
	Live	Recorded		
1. News and Weather	65.6	3.3	31.1	100.0
2. Nature and Science	-	-	-	-
3. Foreign Lands and Peoples	-	-	-	-
4. Political & Other Public Aff.	-	6.9	93.1	100.0
5. Social & Human Relations	-	14.9	85.1	100.0
6. Misc. Information	-	100.0	-	100.0
7. Canadian Activities & Heritage	3.9	25.0	71.1	100.0
8. "Feedback" Programmes	-	-	-	-
9. Religion	30.8	15.4	53.8	100.0
10. Fine Arts, Literature, etc.	1.5	4.6	93.9	100.0
11. Dance	-	-	-	-
12. Agriculture, Fisheries, etc.	34.6	19.2	46.2	100.0
13. Family Living & Shopping	42.9	57.1	-	100.0
13a. Family Living	54.5	45.5	-	100.0
13b. Merchandising	-	100.0	-	100.0
14. Music Programmes	1.3	82.6	16.1	100.0
14a. Serious	1.0	41.4	57.6	100.0
14b. Light	-	67.8	32.2	100.0
14c. Popular and Dance	1.6	95.6	2.8	100.0
14d. Folk, Western, Old, etc.	-	97.3	2.7	100.0
14e. Readings of Prose & Poetry	-	100.0	-	100.0
15. Drama Programmes	-	11.5	88.5	100.0
15a. Serious	-	6.7	93.3	100.0
15b. Domestic	-	26.3	73.7	100.0
15c. Comedy	-	-	100.0	100.0
15d. Crime, Western, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Comedy	-	-	-	-
15g. Other	-	-	100.0	100.0
16. Variety	-	100.0	-	100.0
17. Personalities	-	100.0	-	100.0
18. Quiz, Games and Contests	-	-	-	-
19. Sports Programmes	61.4	5.6	33.0	100.0
19a. Sports News & Interviews	93.5	0.7	5.8	100.0
19b. Sports Events	34.4	9.8	55.8	100.0
20. Children's Programmes	-	-	-	-
20a. Youth Educational Progs.	-	-	-	-
20b-f. Children's Drama	-	-	-	-
20b. Crime, Western, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Children's Variety	-	-	-	-
20h. Quiz, Games & Contests	-	-	-	-
20i. Other Children's Progs.	-	-	-	-
21. Programme Promotion	-	-	-	-
TOTALS	12.5	56.7	30.8	100.0

\* Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-28. Sound Radio Programme Time: Adult Hours\* in Local Material Which Was Live, by Percentage in Class of Programme by Class of Station (English), January 15-21, 1956

Class of Programme	Local Material - LIVE						
	English Stations - CBC			English Stations - Private			
	Trans-Canada	Dominion	Total	Trans-Canada	Dominion	Unaffiliated	Total
1. News & Weather	67.2	92.4	80.3	54.5	52.5	51.6	52.5
2. Nature & Science	-	-	-	-	-	-	-
3. Foreign Lands	-	-	-	-	-	-	-
4. Pol. & Pub. Aff.	-	7.6	3.9	-	5.5	0.1	2.5
5. Soc. & Human Rel.	-	-	-	-	0.3	-	0.1
6. Misc. Information	-	-	-	-	-	-	-
7. Canadian Activ.	-	-	-	-	1.1	1.0	0.8
8. "Feedback" Progs.	-	-	-	-	-	-	-
9. Religion	-	-	-	-	1.5	2.9	1.8
10. Fine Arts, etc.	-	-	-	-	-	-	-
11. Dance	-	-	-	-	-	-	-
12. Agriculture, etc.	32.8	-	15.8	-	-	0.5	0.2
13. Fam. Living, etc.	-	-	-	-	0.1	0.8	0.4
13a. Family Living	-	-	-	-	0.1	0.8	0.4
13b. Merchandising	-	-	-	-	-	-	-
14. Music Programmes	-	-	-	4.3	3.5	10.3	6.4
14a. Serious	-	-	-	-	-	0.4	0.2
14b. Light	-	-	-	-	-	0.5	0.2
14c. Popular	-	-	-	4.3	0.9	8.4	4.5
14d. Folk, etc.	-	-	-	-	2.6	1.0	1.5
14e. Prose & Poetry	-	-	-	-	-	-	-
15. Drama Programmes	-	-	-	-	-	-	-
15a. Serious	-	-	-	-	-	-	-
15b. Domestic	-	-	-	-	-	-	-
15c. Comedy	-	-	-	-	-	-	-
15d. Crime, etc.	-	-	-	-	-	-	-
15e. Romantic	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-	-
16. Variety	-	-	-	-	2.3	0.3	1.1
17. Personalities	-	-	-	-	-	1.8	0.8
18. Quiz, Games, etc.	-	-	-	-	-	0.5	0.2
19. Sports Progs.	-	-	-	41.2	33.2	30.2	33.2
19a. News	-	-	-	15.1	16.5	13.5	15.1
19b. Events	-	-	-	26.1	16.7	16.7	18.1
20. Children's Progs.	-	-	-	-	-	-	-
20a. Youth Educ.	-	-	-	-	-	-	-
20b-f. Drama	-	-	-	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Monday - Sunday, 9:00 p.m. to sign-off.

Table VII-29. Sound Radio Programme Time: Adult Hours\* in Local Material Which Was Recorded, by Percentage in Class of Programme by Class of Station (English), January 15-21, 1956

Class of Programme	Local Material - RECORDED						
	English Stations - CBC			English Stations - Private			
	Trans-Canada	Dominion	Total	Trans-Canada	Dominion	Unaffiliated	Total
1. News & Weather	-	-	-	-	0.4	#	0.2
2. Nature & Science	-	-	-	-	-	-	-
3. Foreign Lands	-	-	-	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	1.0	1.0	0.6	0.8
5. Soc. & Human Rel.	-	-	-	1.2	0.7	0.4	0.6
6. Misc. Information	-	-	-	0.3	0.1	0.4	0.3
7. Canadian Activ.	-	-	-	1.2	0.8	0.2	0.6
8. "Feedback" Progs.	-	-	-	-	-	-	-
9. Religion	-	10.0	4.5	3.1	2.4	1.9	2.3
10. Fine Arts, etc.	-	-	-	-	-	0.1	#
11. Dance	-	-	-	-	-	-	-
12. Agriculture, etc.	-	-	-	2.6	#	-	0.3
13. Fam. Living, etc.	-	-	-	-	0.5	0.2	0.3
13a. Family Living	-	-	-	-	0.3	-	0.1
13b. Merchandising	-	-	-	-	0.2	0.2	0.2
14. Music Programmes	100.0	90.0	95.5	76.4	89.2	88.7	87.5
14a. Serious	84.2	75.0	80.0	1.6	3.1	0.9	1.9
14b. Light	15.8	-	8.7	7.5	3.9	6.0	5.3
14c. Popular	-	15.0	6.8	64.2	74.5	75.7	73.9
14d. Folk, etc.	-	-	-	3.1	2.8	5.3	4.0
14e. Prose & Poetry	-	-	-	-	4.9	0.8	2.4
15. Drama Programmes	-	-	-	6.1	3.3	4.3	4.1
15a. Serious	-	-	-	-	0.2	0.5	0.3
15b. Domestic	-	-	-	-	-	0.2	0.1
15c. Comedy	-	-	-	1.2	0.2	-	0.2
15d. Crime, etc.	-	-	-	4.9	2.8	3.1	3.2
15e. Romantic	-	-	-	-	0.1	-	0.1
15f. Musical Com.	-	-	-	-	-	0.3	0.1
15g. Other	-	-	-	-	-	0.2	0.1
16. Variety	-	-	-	4.3	-	2.7	1.7
17. Personalities	-	-	-	-	-	-	-
18. Quiz, Games, etc.	-	-	-	0.6	0.1	-	0.1
19. Sports Progs.	-	-	-	2.6	1.5	0.5	1.2
19a. News	-	-	-	1.7	0.7	0.5	0.7
19b. Events	-	-	-	0.9	0.8	-	0.5
20. Children's Progs.	-	-	-	-	-	-	-
20a. Youth Educ.	-	-	-	-	-	-	-
20b.-f. Drama	-	-	-	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\* Monday-Sunday, 9:00 p.m. to sign-off.

# Less than .05 per cent.



Table VII-30. Sound Radio Programme Time: Adult Hours\* in Network Material, by Percentage in Class of Programme by Class of Station (English), January 15-21, 1956

Class of Programme	Network Material						
	English Stations - CBC			English Stations - Private			
	Trans-Canada	Dominion	Total	Trans-Canada	Dominion	Unaffiliated	Total
1. News & Weather	12.4	7.6	11.6	12.0	5.9	-	8.3
2. Nature & Science	-	-	-	-	-	-	-
3. Foreign Lands	0.3	1.6	0.5	0.7	2.7	-	1.9
4. Pol. & Pub. Aff.	1.8	3.2	2.0	4.6	7.8	34.6	6.8
5. Soc. & Human Rel.	4.5	4.9	4.6	7.3	10.7	-	9.1
6. Misc. Information	-	-	-	-	-	-	-
7. Canadian Activ.	2.5	-	2.1	1.6	-	-	0.7
8. "Feedback" Progs.	-	-	-	-	-	-	-
9. Religion	4.8	-	4.1	5.5	-	-	2.3
10. Fine Arts, etc.	7.0	6.5	6.9	1.4	2.7	-	2.1
11. Dance	-	-	-	-	-	-	-
12. Agriculture, etc.	0.3	-	0.3	0.7	-	-	0.3
13. Fam. Living, etc.	-	-	-	-	-	-	-
13a. Family Living	-	-	-	-	-	-	-
13b. Merchandising	-	-	-	-	-	-	-
14. Music Programmes	46.0	60.0	48.2	29.2	42.0	-	36.1
14a. Serious	22.7	11.4	20.9	12.3	12.3	-	12.1
14b. Light	9.7	6.5	9.2	7.2	4.6	-	5.7
14c. Popular	5.7	24.3	8.7	1.5	9.0	-	5.7
14d. Folk, etc.	7.9	9.7	8.2	8.2	11.0	-	9.7
14e. Prose & Poetry	-	8.1	1.2	-	5.1	-	2.9
15. Drama Programmes	11.5	6.5	10.7	23.9	10.8	-	16.2
15a. Serious	8.5	3.2	7.7	19.1	1.5	-	8.9
15b. Domestic	-	-	-	-	-	-	-
15c. Comedy	2.4	-	2.0	3.4	5.8	-	4.7
15d. Crime, etc.	0.6	3.3	1.0	1.4	3.5	-	2.6
15e. Romantic	-	-	-	-	-	-	-
15f. Musical Com.	-	-	-	-	-	-	-
15g. Other	-	-	-	-	-	-	-
16. Variety	2.4	3.2	2.5	0.7	5.5	-	3.4
17. Personalities	-	-	-	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-	-	-	-
19. Sports Progs.	6.5	6.5	6.5	12.4	11.9	65.4	12.8
19a. News	1.8	-	1.5	1.4	2.5	-	2.0
19b. Events	4.7	6.5	5.0	11.0	9.4	65.4	10.8
20. Children's Progs.	-	-	-	-	-	-	-
20a. Youth Educ.	-	-	-	-	-	-	-
20b.-f. Drama	-	-	-	-	-	-	-
20b. Crime, etc.	-	-	-	-	-	-	-
20c. Comedy	-	-	-	-	-	-	-
20d. Fairy Tales	-	-	-	-	-	-	-
20e. Serious	-	-	-	-	-	-	-
20f. Other	-	-	-	-	-	-	-
20g. Variety	-	-	-	-	-	-	-
20h. Quiz, etc.	-	-	-	-	-	-	-
20i. Other	-	-	-	-	-	-	-
21. Prog. Promo.	-	-	-	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\* Monday-Sunday, 9:00 p.m. to sign-off.

Table VII-31. Sound Radio Programme Time: Adult Hours\* in Local Material Which Was Live, by Percentage in Class of Programme by Class of Station (French), January 15-21, 1956

Class of Programme	Local Material - LIVE			
	French Stations - CBC Total	French Stations - Private		
		French Network	Un-affiliated	Total
1. News & Weather	100.0	52.8	51.9	52.1
2. Nature & Science	-	-	-	-
3. Foreign Lands	-	-	-	-
4. Pol. & Pub. Aff.	-	-	-	-
5. Soc. & Human Rel.	-	-	-	-
6. Misc. Information	-	-	-	-
7. Canadian Activ.	-	-	0.6	0.5
8. "Feedback" Progs.	-	-	-	-
9. Religion	-	-	2.5	2.0
10. Fine Arts, etc.	-	2.3	-	0.4
11. Dance	-	-	-	-
12. Agriculture, etc.	-	-	3.8	3.0
13. Fam. Living, etc.	-	-	1.3	1.0
13a. Family Living	-	-	1.3	1.0
13b. Merchandising	-	-	-	-
14. Music Programmes	-	7.1	6.7	6.8
14a. Serious	-	-	1.3	1.0
14b. Light	-	-	-	-
14c. Popular	-	7.1	5.4	5.8
14d. Folk, etc.	-	-	-	-
14e. Prose & Poetry	-	-	-	-
15. Drama Programmes	-	-	-	-
15a. Serious	-	-	-	-
15b. Domestic	-	-	-	-
15c. Comedy	-	-	-	-
15d. Crime, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Com.	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-
19. Sports Progs.	-	37.8	33.2	34.2
19a. News	-	37.8	20.1	23.8
19b. Events	-	-	13.1	10.4
20. Children's Progs.	-	-	-	-
20a. Youth Educ.	-	-	-	-
20b.-f. Drama	-	-	-	-
20b. Crime, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	-	-	-
20h. Quiz, etc.	-	-	-	-
20i. Other	-	-	-	-
21. Prog. Promo.	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0

\* Monday-Sunday, 9:00 p.m. to sign-off.

Table VII-32: Sound Radio Programme Time: Adult Hours\* in Local Material Which Was Recorded, by Percentage in Class of Programme by Class of Station (French), January 15-21, 1956

Class of Programme	Local Material - RECORDED			
	French Stations - CBC	French Stations - Private		Total
		French Network	Un-affiliated	
1. News & Weather	-	2.5	-	0.7
2. Nature & Science	-	-	-	-
3. Foreign Lands	-	-	-	-
4. Pol. & Pub. Aff.	-	-	0.6	0.4
5. Soc. & Human Rel.	-	1.5	0.6	0.8
6. Misc. Information	-	-	0.1	0.1
7. Canadian Activ.	-	-	0.9	0.7
8. "Feedback" Progs.	-	-	-	-
9. Religion	-	0.5	0.1	0.2
10. Fine Arts, etc.	-	-	0.4	0.3
11. Dance	-	-	-	-
12. Agriculture, etc.	-	1.0	0.2	0.4
13. Fam. Living, etc.	-	-	0.4	0.3
13a. Family Living	-	-	0.2	0.2
13b. Merchandising	-	-	0.2	0.1
14. Music Programmes	100.0	94.3	93.6	93.7
14a. Serious	-	15.6	7.6	9.4
14b. Light	-	2.9	6.9	6.0
14c. Popular	-	75.3	73.8	74.1
14d. Folk, etc.	100.0	0.5	5.0	4.0
14e. Prose & Poetry	-	-	0.3	0.2
15. Drama Programmes	-	-	1.0	0.8
15a. Serious	-	-	0.3	0.2
15b. Domestic	-	-	0.7	0.6
15c. Comedy	-	-	-	-
15d. Crime, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Com.	-	-	-	-
15g. Other	-	-	-	-
16. Variety	-	-	0.6	0.4
17. Personalities	-	-	0.7	0.5
18. Quiz, Games, etc.	-	-	-	-
19. Sports Progs.	-	0.2	0.8	0.7
19a. News	-	0.2	-	#
19b. Events	-	-	0.8	0.7
20. Children's Progs.	-	-	-	-
20a. Youth Educ.	-	-	-	-
20b.-f. Drama	-	-	-	-
20b. Crime, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	-	-	-
20h. Quiz, etc.	-	-	-	-
20i. Other	-	-	-	-
21. Prog. Promo.	-	-	-	-
TOTALS	100.0	100.0	100.0	100.0

\* Monday-Sunday, 9:00 p.m. to sign-off.

# Less than .05 per cent.

Table VII-33. Sound Radio Programme Time: Adult Hours\* in Network Material, by Percentage in Class of Programme by Class of Station (French), January 15-21, 1956

Class of Programme	Network Material			
	Total	French Stations - Private		
		French Stations - CBC	French Network	Un-affiliated
1. News & Weather	5.6	10.0	-	10.0
2. Nature & Science	-	-	-	-
3. Foreign Lands	-	-	-	-
4. Pol. & Pub. Aff.	7.9	10.9	-	10.9
5. Soc. & Human Rel.	10.8	8.4	-	8.4
6. Misc. Information	-	-	-	-
7. Canadian Activ.	2.4	3.6	-	3.6
8. "Feedback" Progs.	-	-	-	-
9. Religion	1.2	1.4	-	1.4
10. Fine Arts, etc.	10.2	12.4	-	12.4
11. Dance	-	-	-	-
12. Agriculture, etc.	1.2	1.6	-	1.6
13. Fam. Living, etc.	-	-	-	-
13a. Family Living	-	-	-	-
13b. Merchandising	-	-	-	-
14. Music Programmes	43.4	33.4	-	33.4
14a. Serious	26.3	24.0	-	24.0
14b. Light	13.2	5.2	-	5.2
14c. Popular	3.3	4.0	-	4.0
14d. Folk, etc.	0.6	0.2	-	0.2
14e. Prose & Poetry	-	-	-	-
15. Drama Programmes	9.6	10.9	-	10.9
15a. Serious	6.0	5.6	-	5.6
15b. Domestic	2.4	2.8	-	2.8
15c. Comedy	1.2	1.2	-	1.2
15d. Crime, etc.	-	-	-	-
15e. Romantic	-	-	-	-
15f. Musical Com.	-	-	-	-
15g. Other	-	1.3	-	1.3
16. Variety	-	-	-	-
17. Personalities	-	-	-	-
18. Quiz, Games, etc.	-	-	-	-
19. Sports Progs.	7.7	7.4	-	7.4
19a. News	0.6	0.6	-	0.6
19b. Events	7.1	6.8	-	6.8
20. Children's Progs.	-	-	-	-
20a. Youth Educ.	-	-	-	-
20b.-f. Drama	-	-	-	-
20b. Crime, etc.	-	-	-	-
20c. Comedy	-	-	-	-
20d. Fairy Tales	-	-	-	-
20e. Serious	-	-	-	-
20f. Other	-	-	-	-
20g. Variety	-	-	-	-
20h. Quiz, etc.	-	-	-	-
20i. Other	-	-	-	-
21. Prog. Promo.	-	-	-	-
TOTALS	100.0	100.0	*	100.0

\* Monday-Sunday, 9:00 p.m. to sign-off.













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